	Business Improvement Area Committee of Rate Payers October 11, 2018 - 1:00 PM City Hall Council Chambers AGENDA
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I. CALL TO ORDER

Roll Call

II. APPROVAL OF MINUTES

A. September 13, 2018 Minutes

III. FINANCIAL REPORT

A. Financial Report through August 2018

IV. OLD BUSINESS

A. Disbursement of BIA Funds

B. Marketing and Branding

C. Heritage Fire Update

D. BIA Newsletter

E. Update on Priority Projects Presented to City Council

1. Additional security lighting
2. Hanging plants and planters around the BIA
3. Lights in trees
4. Added police patrols
5. Christmas decorations
6. Banners

F. Update on 2018 Facade Grant Program

V. NEW BUSINESS

A. Vacant Rate Payer Committee Member Discussion

VI. BIA SUB-COMMITTEE UPDATE

A. Parking

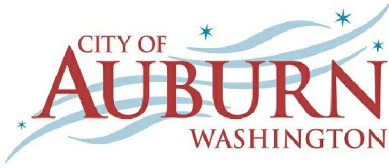
VII. AUBURN DOWNTOWN ASSOCIATION UPDATE

VIII. TOURISM BOARD UPDATE

IX. ANNUAL COUNCIL UPDATE

X. ADJOURNMENT

Agendas and minutes are available to the public at the City Clerk's Office, on the City website (<http://www.auburnwa.gov>), and via e-mail. Complete agenda packets are available for review at the City Clerk's Office.



AGENDA BILL APPROVAL FORM

Agenda Subject:

September 13, 2018 Minutes

Department:

Administration

Attachments:

[September 13, 2018 Minutes](#)

Date:

October 9, 2018

Budget Impact:

Current Budget: \$0

Proposed Revision: \$0

Revised Budget: \$0

Administrative Recommendation:**Background Summary:****Reviewed by Council Committees:****Councilmember:**

Meeting Date: October 11, 2018

Staff:

Item Number:



**BIA Committee of Rate Payers Meeting
September 13, 2018 – 1:00 PM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 1:03 pm by Chairman DiQuattro.

Roll Call:

Committee Members present: Chairman Giovanni DiQuattro; Members Kelly Gordon, Darren Jones, Bob Klontz, Ronnie Roberts

Committee Members absent: Vice Chair William Cowart, Ruth Neil-Stover, Megan White

City staff present: Doug Lein, Economic Development Manager; Josh Arndt, Economic Development Senior Officer; Holly Ferry, Committee Secretary

ADA Board Members present: Brittiany Karlson, Vinifera; Jeremy Hubbell, Geaux Brewing

II. APPROVAL OF MINUTES

Committee Member Klontz moved and Member Gordon second to approve the August 9, 2018 minutes.

MOTION CARRIED UNANIMOUSLY. 5-0

III. FINANCIAL REPORT

Manager Lein gave the financial report. He reminded the Committee that they would soon start to see income from business license renewals. Funds earmarked for the Auburn Downtown Association were discussed later in the meeting.

IV. OLD BUSINESS

A. Disbursement of BIA Funds

This topic was addressed in the ADA Update.

B. Marketing and Branding

Manager Lein reported that the Auburn Buy Local program was launched in the first week of July. It includes all 4,876 current business licenses in the city and is being pushed out on nine digital platforms and in print mediums such as the Auburn Magazine, which goes out four times a year to 45,000 households, and the Auburn

Symphony. The analytics report through the end of August shows 3.8 million impressions on the digital ads. The bounce rate is only around 78%, and the average time on the site is about one minute. Currently, it is being pushed out to five zip codes, but during the holiday shopping season the target area will widen.

C. Heritage Fire Update

There was discussion about the fence around the site. Manager Lein reported that Chase Bank covered their parking signs and the City's permit parking signs have also been covered and all those parking spots are now open for 3-hour parking. The property is currently in due diligence.

D. BIA Newsletter

Secretary Ferry will provide the numbers to the Committee on how many people are viewing the newsletter.

E. Update on Priority Projects Presented to City Council

1. Additional Security Lighting

Economic Development Officer Arndt reported that he and Manager Lein went out to locate where additional lighting may be needed. He provided a map that showed the areas they identified. There was discussion about the use of directional flood lights that would be attached to existing poles to prevent people from loitering. There was also discussion about whether the BIA would want to fund attractive fencing or plants around the Heritage Building and B Street Plaza construction area to help beautify the area until construction is complete.

2. Hanging plants and planters around the BIA

Manager Lein reported that Parks currently has 200 planters. They are working on their 2019 budget and will do a count of how many planters they will add next year. He will provide more information at the next meeting.

3. Lights in trees

Economic Development Officer Arndt told the Committee that he would talk to City staff and also to a contractor about the cost and the timeline for installation of the decorative lights crossing the street. Manager Lein will try to have a proposal at the next meeting. There was then discussion about installing speakers down the street and also speaking to a contractor about that.

4. Added police patrols

Chairman DiQuattro reported that he was told by Police that they are looking to hire more police officers to increase their patrols.

5. Christmas decorations

ADA Secretary, Brittiany Karlson, reported that the ADA Board has been talking about putting wreaths up where the flower baskets are currently

hanging. In addition to the new purchase of decorative lights, Manager Lein suggested using the City's star decorations, reporting that they are only a couple years old.

6. Banners

The banners have been delivered and will be installed after the Veterans Day Parade in November. One hundred fifty banners were ordered, which will broaden the area where they will be displayed.

F. Update on 2018 Façade Grant Program

There was no update.

V. NEW BUSINESS

Manager Lein reported on what is happening with parking in the downtown area. The building permits for the Teutch lot across the street from the transit station is are projected to be available by the end of October. The lot will be shut down by the end of October or first of November, taking away 147 parking spaces. The lot to the south of Sunbreak Café going to Division Street has an environmental issue that needs to be cleaned up. That lot will be shut down within three weeks. The gravel lot on Main Street will probably stay open until the end of the year. There is one lot on C Street that will reopen and will accommodate 38 cars. Around 80 spaces around downtown have been identified that could take monthly permits. There was discussion about running a shuttle from Emerald Downs, which already has the infrastructure in place.

VI. BIA PARKING SUB-COMMITTEE UPDATE

No update was given.

VII. AUBURN DOWNTOWN ASSOCIATION UPDATE

Brittiany Karlson, ADA Secretary, reported that the ADA's website development is nearly complete. The first newsletter went out the beginning of this month. The Halloween events are coming up: Main Street Trick-or-Treat, Zombie Pub Crawl, and the Pumpkin Painting Fest. Secretary Karlson and Tourism Coordinator Lorraine Chachere will be contacting all the businesses to confirm who will be participating in the events and have also been working on the advertising for the Halloween events, which should be complete in the next week or two.

The Board has been looking for a space for the Santa House. They haven't been able to pitch for volunteers yet since they haven't confirmed a space.

The ADA will be involved more with Parks in the Santa Parade this year, where they will incorporate pets and dance groups. There will be volunteer carolers on different

corners downtown who will be synced up to sing the same music at the same time. They are trying to get the businesses more involved in a window display contest, a tree decorating contest, and a holiday treasure hunt.

Everything is ready to go on the ice skating rink. They found out that there would be no cover provided for the rink so they voted to buy a tent to cover the rink that could also be used for other events. The rink will be located on the plaza across the street from City Hall. They are also working on advertising and staffing for it.

There are a couple more available spots for new ADA board members.

VIII. TOURISM BOARD UPDATE

Manager Lein reported that the Tourism Board authorized a \$70,000 media buy for the 4th quarter, aiming at the shoulder season of January through April, looking at the concerns of heads in beds. In ten days, that ad campaign will begin, focusing on the I-5 corridor and will run ads from Vancouver, B.C. to northern California. It is designed around the campaign title "Choose Your Own Adventure." All of the photos and video ads will enhance why they should stay in Auburn and enhance the branding of the word Auburn. Two of the larger businesses in town have committed to take \$50,000 of their own media budgets and place it through our ad buy agency so that it can be a cohesive buy throughout the year.

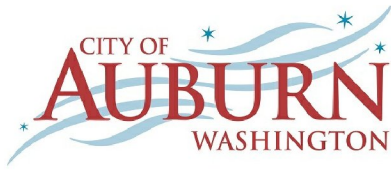
IX. ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 2:14 pm.

APPROVED this 11th day of October, 2018.

Giovanni DiQuattro, Chair

Holly Ferry, Committee Secretary



AGENDA BILL APPROVAL FORM

Agenda Subject:

Financial Report through August 2018

Department:

Administration

Attachments:

[Financial Report through August 2018](#)

Date:

October 9, 2018

Budget Impact:

Current Budget: \$0

Proposed Revision: \$0

Revised Budget: \$0

Administrative Recommendation:**Background Summary:****Reviewed by Council Committees:****Councilmember:**

Meeting Date: October 11, 2018

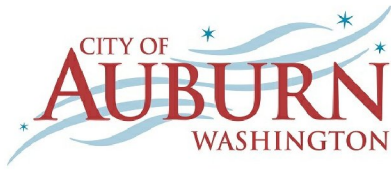
Staff:

Item Number:

Status of the BIA fund through August 2018 (September books are still open):

<u>Fund 121 through August 2018</u>	
2018 Beginning Fund Balance	94,472.91
2018 Revenues	53,206.10
2018 Expenditures	(7,470.00)
Estimated Fund Balance - August	140,209.01

Note that the 2018 expenditure limit for the fund is currently **\$90,000**.



AGENDA BILL APPROVAL FORM

Agenda Subject:

BIA Newsletter

Date:

October 9, 2018

Department:

Administration

Attachments:

[Newsletter Analytics July - August 2018](#)

Budget Impact:

Current Budget: \$0

Proposed Revision: \$0

Revised Budget: \$0

Administrative Recommendation:**Background Summary:****Reviewed by Council Committees:****Councilmember:**

Meeting Date: October 11, 2018

Staff:

Item Number:

City of Auburn - Bulletin Detail Report



Subject: Auburn Business Improvement Area (BIA) Newsletter
Sent: 09/12/2018 12:23 PM PDT
Sent By: dhinman@auburnwa.gov
Sent To: Subscribers of BIA Business Owners

106

Recipients

✓ Email

✗ SMS

✗ Facebook

✗ Twitter

✓ RSS

93%

Delivered



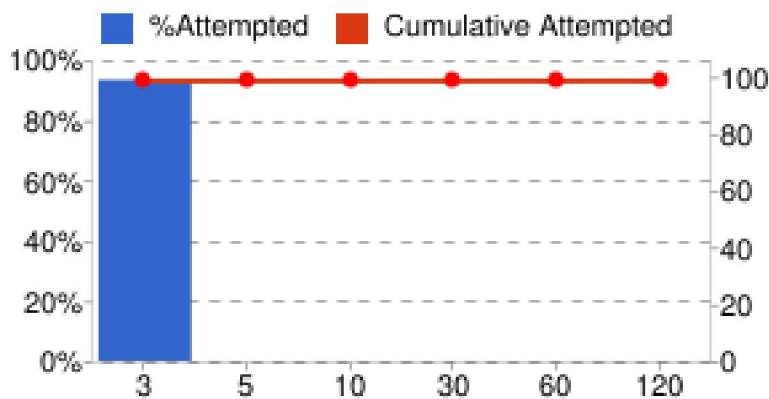
0% Pending

7% Bounced

41% Open Rate

0% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	93%
5	93%
10	93%
30	93%
60	93%
120	93%

Delivery Metrics - Details

106 Total Sent
99 (93%) Delivered
0 (0%) Pending
7 (7%) Bounced
0 (0%) Unsubscribed

Bulletin Analytics

62 Total Opens
41 (41%) Unique Opens
0 Total Clicks
0 (0%) Unique Clicks
15 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	93.4%	106	99	41 / 41.4%	7	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	0.0%	0	0	n/a	0	n/a

Link URL

Unique Clicks

Total Clicks

http://www.auburnwa.gov/things_to_do/community/Business...	0	0
http://www.auburnwa.gov/things_to_do/community/Business...	0	0
https://licenses.auburnwa.gov/login/?next=/license/	0	0
http://www.buylocalauburn.com/	0	0
https://subscriberhelp.govdelivery.com/	0	0
http://public.govdelivery.com/accounts/WAAUBURN/subscrib...	0	0
http://www.auburnwa.gov/things_to_do/community/Business...	0	0
http://public.govdelivery.com/accounts/WAAUBURN/subscrib...	0	0
http://www.facebook.com/auburnwa	0	0
http://www.youtube.com/user/watchauburn	0	0
http://www.auburnwa.gov	0	0
http://www.auburnwa.gov/contact.htm	0	0
http://www.auburnwa.gov/things_to_do/community/Business...	0	0
http://twitter.com/auburnupdates	0	0

Subject: REMINDER: Auburn Business Improvement Area (BIA) meeting August 9
 Sent: 08/06/2018 12:42 PM PDT
 Sent By: dhinman@auburnwa.gov
 Sent To: Subscribers of BIA Business Owners

106

 Recipients

 Email

 SMS

 Facebook

 Twitter

 RSS

93%

Delivered



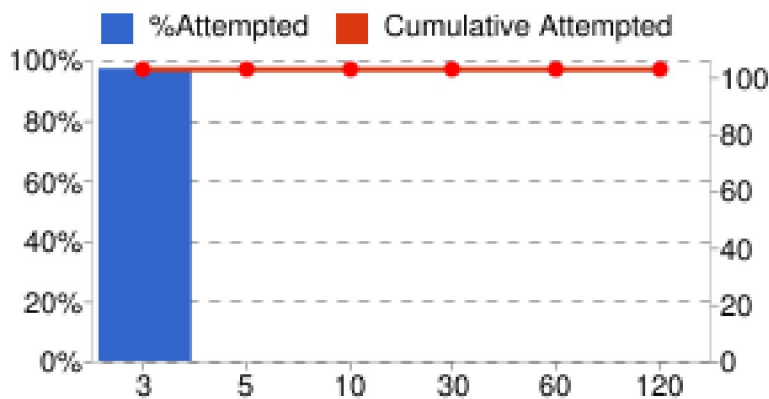
0% Pending

7% Bounced

44% Open Rate

1% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	97%
5	97%
10	97%
30	97%
60	97%
120	97%

Delivery Metrics - Details

106 Total Sent
99 (93%) Delivered
0 (0%) Pending
7 (7%) Bounced
0 (0%) Unsubscribed

Bulletin Analytics

99 Total Opens
44 (44%) Unique Opens
1 Total Clicks
1 (1%) Unique Clicks
19 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	93.4%	106	99	44 / 44.4%	7	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	0.0%	0	0	n/a	0	n/a

Link URL

Unique Clicks

Total Clicks

http://www.auburnwa.gov/things_to_do/community/Business...	1	1
http://www.auburnwa.gov/things_to_do/community/Business...	0	0
https://licenses.auburnwa.gov/login/?next=/license/	0	0
http://www.buylocalauburn.com/	0	0
http://www.auburnwa.gov	0	0
http://www.auburnwa.gov/contact.htm	0	0
http://weblink.auburnwa.gov/External/0/doc/329790/Page1.a...	0	0
http://www.auburnwa.gov/things_to_do/community/Business...	0	0
http://www.auburnwa.gov/things_to_do/community/Business...	0	0
http://www.auburnwa.gov/things_to_do/community/Business...	0	0
http://www.auburnwa.gov/things_to_do/community/Business...	0	0
https://subscriberhelp.govdelivery.com/	0	0
http://public.govdelivery.com/accounts/WAAUBURN/subscrib...	0	0
http://public.govdelivery.com/accounts/WAAUBURN/subscrib...	0	0
http://twitter.com/auburnupdates	0	0
http://www.youtube.com/user/watchauburn	0	0
http://www.facebook.com/auburnwa	0	0
http://www.auburnwa.gov/things_to_do/community/Business...	0	0

Subject: REMINDER: Auburn Business Improvement Area (BIA) meeting June 9

Sent: 07/06/2018 04:26 PM PDT

Sent By: dhinman@auburnwa.gov

Sent To: Subscribers of BIA Business Owners

105

Recipients

✓ Email

✗ SMS

✗ Facebook

✗ Twitter

✓ RSS

93%

Delivered

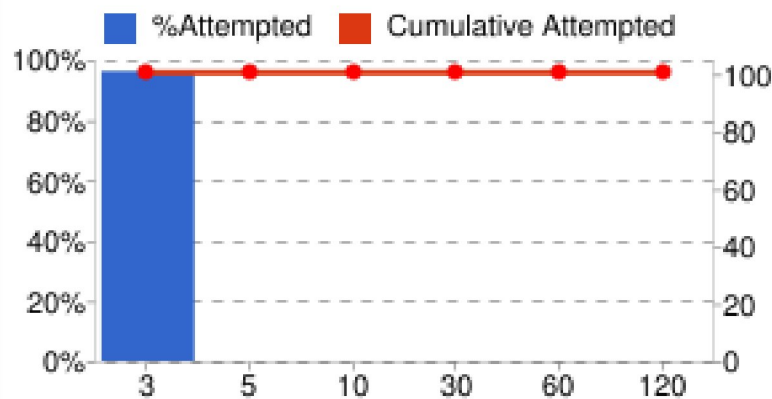
0% Pending

7% Bounced

47% Open Rate

4% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	96%
5	96%
10	96%
30	96%
60	96%
120	96%

Delivery Metrics - Details

105 Total Sent

98 (93%) Delivered

0 (0%) Pending

7 (7%) Bounced

0 (0%) Unsubscribed

Bulletin Analytics

70 Total Opens

46 (47%) Unique Opens

5 Total Clicks

4 (4%) Unique Clicks

11 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	93.3%	105	98	46 / 46.9%	7	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	0.0%	0	0	n/a	0	n/a

Link URL

	Unique Clicks	Total Clicks
https://auburnwa.novusagenda.com/AgendaPublic/MeetingVi...	3	4
http://weblink.auburnwa.gov/External/0/doc/329790/Page1.a...	1	1
http://www.youtube.com/user/watchauburn	0	0
http://public.govdelivery.com/accounts/WAAUBURN/subscrib...	0	0
http://twitter.com/auburnupdates	0	0
http://public.govdelivery.com/accounts/WAAUBURN/subscrib...	0	0
http://www.facebook.com/auburnwa	0	0
http://www.auburnwa.gov/contact.htm	0	0
http://www.auburnwa.gov	0	0
https://subscriberhelp.govdelivery.com/	0	0

City of Auburn - Bulletin Detail Report



Subject: Auburn Business Improvement Area (BIA) Newsletter
 Sent: 07/02/2018 09:00 AM PDT
 Sent By: dhinman@auburnwa.gov
 Sent To: Subscribers of BIA Business Owners

106

Recipients

✓ Email

✗ SMS

✗ Facebook

✗ Twitter

✓ RSS

93%

Delivered



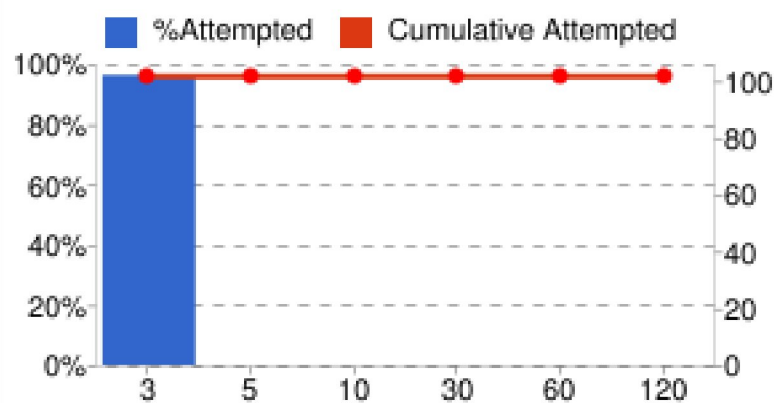
0% Pending

7% Bounced

33% Open Rate

5% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	96%
5	96%
10	96%
30	96%
60	96%
120	96%

Delivery Metrics - Details

106 Total Sent
99 (93%) Delivered
0 (0%) Pending
7 (7%) Bounced
0 (0%) Unsubscribed

Bulletin Analytics

59 Total Opens
33 (33%) Unique Opens
6 Total Clicks
5 (5%) Unique Clicks
11 # of Links

Delivery and performance

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	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	93.4%	106	99	33 / 33.3%	7	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	0.0%	0	0	n/a	0	n/a

Link URL	Unique Clicks	Total Clicks
http://www.auburnwa.gov/doing_business/community_develo...	3	4
http://www.auburnwa.gov/services/police/BusinessTrespassP...	2	2
http://www.youtube.com/user/watchauburn	0	0
http://public.govdelivery.com/accounts/WAAUBURN/subscrib...	0	0
http://twitter.com/auburnupdates	0	0
http://public.govdelivery.com/accounts/WAAUBURN/subscrib...	0	0
http://www.facebook.com/auburnwa	0	0
http://www.auburnwa.gov/contact.htm	0	0
http://www.auburnwa.gov	0	0
https://subscriberhelp.govdelivery.com/	0	0