

**BIA Committee of Rate Payers Meeting
October 11, 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; Vice Chair William Cowart; Committee Members Kelly Gordon, Darren Jones, Bob Klontz, Ronnie Roberts

Committee Members absent: 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, Secretary; Jeremy Hubbell, President

II. APPROVAL OF MINUTES

Committee Member Gordon moved and Member Klontz second to approve the September 13, 2018 minutes.

MOTION CARRIED UNANIMOUSLY. 4-0

III. FINANCIAL REPORT

Manager Lein gave the Financial Report. He reported that there is around \$4500 in outstanding receivables.

IV. OLD BUSINESS

A. Disbursement of BIA Funds

ADA Secretary Brittiany Karlson asked for the additional \$10,000 that the Committee had approved at the September 13 meeting to help cut the cost of the tent that was purchased.

Vice Chair Cowart motioned and Member Gordon second to approve the allocation of the additional \$10,000 to the ADA.

MOTION CARRIED UNANIMOUSLY. 4-0

There was further discussion about allocating additional funding above the \$10,000 to cover the additional costs the ADA would be incurring for the staffing of the skating rink and the tent. Secretary Karlson informed the Committee that it is in their budget, but it would be tight going into 2019.

Member Roberts motioned and Vice Chair Cowart second to allocate an additional \$10,000 to the \$10,000 already approved earlier in the meeting, which would equal a total allocation of \$20,000 to the ADA.

MOTION CARRIED UNANIMOUSLY. 4-0

B. Marketing and Branding

Economic Development Officer Arndt provided a copy of a tri-fold brochure, paid for by Economic Development, to be placed in the Outlet Collection, which includes a directory of the mall on one side and advertisements on the other side, prominently featuring an ad for the Buy Local program. Initially, there will be 10,000 printed. It was recommended by a Committee member that a QR code be added to the brochure. Economic Development Officer Arndt responded that it would not be possible for the first printing, but it could be done on any additional printings.

Manager Lein reported that, from the middle of July through the first of October, about \$80,000 in funds has been expended from the Economic Development budget for the Buy Local digital marketing campaign.

At this point in the meeting, Chairman DiQuattro brought Members Jones and Roberts up-to-speed because they had arrived after the earlier motion regarding ADA funds had been approved.

C. Heritage Fire Update

The fence was knocked down and then put back up. The sidewalks are open for the Veterans Day Parade. The property is no longer under contract and is up for sale.

D. BIA Newsletter

The analytics of the BIA newsletter were reviewed. Economic Development Officer Arndt reported that GIS identified 60 more recipients for the next distribution of the newsletter.

E. Update on Priority Projects Presented to City Council

1. Additional Security Lighting

Economic Development Officer Arndt reported that he and Chairman DiQuattro talked to American Lighting about additional security lighting and also met with a representative from Kichler Lighting to walk the areas where additional lighting had been identified. Economic Development Officer Arndt asked American Lighting to order a couple of the lights that were

recommended. He noted that the City cannot light up private property, but could light up the perimeter of the Heritage building fence line. He also informed the Committee that the City cannot provide lights for the PSE poles, but he provided the pole numbers and highlighted on a map where the dark spots are to PSE, and he is waiting to hear back from them. The areas that were included were the B Street parking lot, mural parking lot, alley behind the Comstock building, and the D Street parking lot. The lighting would be paid for and maintained by PSE, but it would be out of the City's control.

Economic Development Officer Arndt explained that even though the Council was enthusiastic about what was presented, there were questions raised after the presentation by various City staff, for example, who would pay for the additional electricity.

Manager Lein suggested the option of the Committee developing a lighting grant program that would allocate a certain amount per business that businesses could apply for. When awarded the grant, the business would then own the asset and would be responsible for the maintenance and electricity. Chairman DiQuattro recommended that, after City staff talks to Legal to see what would need to be done, there should be more discussion about it, and at the beginning of the year, it could be added to agenda items to be done in 2019.

2. Hanging plants and planters around the BIA
There was no discussion on this topic.
3. Lights in trees
It was decided that this topic will come off the list because there is not the infrastructure to do it.
4. Added police patrols
Chairman DiQuattro informed the Committee that he was told by Police that they are looking to hire more police officers and increase their patrols. Economic Development Officer Arndt reported that more patrols have been added in the downtown area.
5. Christmas decorations
Chairman DiQuattro reported that the City engineers stated that lights cannot be run back and forth across the street, but they can be run from pole to pole down the street; however, there is a concern about electrical capacity. There is also a concern regarding how loud the music can be and how late it can be played.

Economic Development Officer Arndt reported that the poles going up and down Main Street are not structurally sound enough to add any additional weight; however, the poles on Division were made to meet a certain

structural standard and would accommodate the music, for example. There could be lighting down Main Street, but music is probably not an option. He also added that City Council loved the Committee's ideas, but out of that came a lot of hurdles. Chairman DiQuattro asked if Council might help the Committee with the hurdles. Manager Lein suggested that the Committee talk with Jeff Tate in Community Development to see if he could help. If there is not the budget capacity for it, the Committee could get on the Council's agenda in January or February to ask for their help. He also brought up the idea of wrapping City poles with lights that plug in at the top of the pole, instead of stringing them from pole to pole. There was concern about whether there was time to get anything done by the end of this year. Manager Lein suggested that the Committee could call a special meeting where a sub-committee could meet, which would allow extra time to make decisions and accomplish some things before the end of the year. Manager Lein stated that he could get a cost estimate within the next ten days.

Member Klontz motioned and Member Gordon second to give Chairman DiQuattro authority to move forward on the lighting once the cost has been established.

MOTION CARRIED UNANIMOUSLY. 6-0

There was a short discussion about music downtown. No decisions were made.

There was discussion about whether to put out the holiday lighting before the security lighting.

6. Banners

The banners will go up after the Veterans Parade.

F. Update on 2018 Façade Grant Program

There is roughly \$40,000 that is uncommitted.

V. NEW BUSINESS

Manager Lein informed the Committee that there is currently one member and two alternate vacancies on the Committee. These positions will be opened up to applicants.

Economic Development Officer Arndt reported that the City Council does not like the way Main Street looks with the quality of the A-frame signs that are found on the sidewalks. Community Development Director Jeff Tate is trying to come up with an idea to create buy-in for the businesses to upgrade their signage. If there were parameters such as size, quality of materials and price range where every business could design their own, and if it were approved, the money from the façade grant

fund could cover the cost. The question was raised about what the standard is for A-frame signs regarding how many are allowed and where they can be placed. Economic Development Officer Arndt informed the Committee that code allows for one sign per business. Manager Lein stated that he would find out the parameters and pricing, review the City's sign code and give a report on his findings at the November meeting.

VI. BIA PARKING SUB-COMMITTEE UPDATE

No update was given.

VII. AUBURN DOWNTOWN ASSOCIATION UPDATE

Brittiany Karlson, ADA Secretary, reported that the ADA's banner that advertises their Halloween events is hanging over Main Street. They have started to distribute their post cards and posters. The haunted house was canceled this year. The permits for the Main Street and trestle banners for the skating rink are ready.

They have confirmed that the location of the Santa House will be at Merrill Gardens this year. It will be open mostly on the weekends. They will soon present to the Rotary club to find volunteers. A packet is also being put together to distribute to all the schools and the senior center to get as many volunteers as they can.

The ice skating rink is currently being manufactured. Parks agreed to store it until the permits are active and it can be installed on the City Hall Plaza. Now that they have funding for the tent, they will secure that and will also get security fencing, which will be decorated with Christmas lights. They are developing a calendar for volunteers, which they will try to fill up first with volunteers and then with paid labor. Sponsorships to hang a banner at the skating rink is \$500 for all 90 days for all businesses within the BIA. Businesses outside the BIA will pay \$1000.

Business packets were distributed, which included information about all the activities the ADA is doing and how the businesses can get involved.

VIII. TOURISM BOARD UPDATE

There was no update.

IX. ANNUAL COUNCIL UPDATE

Chairman DiQuattro reported that the City Councilmembers were very excited about the music and lighting that the Committee is planning to do.

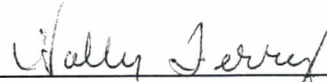
X. ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 2:06 pm.

APPROVED this 8th day of November, 2018.



Giovanni DiQuattro, Chair



Holly Ferry, Committee Secretary