

**BIA Ratepayer Board Meeting
September 11, 2017 – 1:00 PM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

Roll Call

The meeting was called to order at 1:18 pm by Vice Chair, Giovanni DiQuattro.

Board Members present: Vice Chair Giovanni DiQuattro, Board Members Josef Forsberg, Kelly Gordon, Bob Klontz, Laura Theimer, and William Cowart (alternate voting member). Board Members absent: Darren Jones, Lynda Krill, Kirk Lantier, Ruth Neil-Stover, Ronnie Roberts.

Staff present: Doug Lein, Economic Development Manager; Jessica Leiser, Assistant City Attorney; Jeff Tate, Assistant Director of Community Development Services; Holly Ferry, Board Secretary

II. APPROVAL OF MINUTES

Board Member Forsberg moved and Member Gordon second to approve the August 19, 2017 minutes.

MOTION CARRIED UNANIMOUSLY. 6-0

III. FINANCIAL REPORT

Manager Lein reported that there had been no change to the financial report since last month.

Manager Lein provided an updated list of everybody within the BIA and which identified those whose fees have not been paid. He pointed out that the BIA Board is going into their 2018 financial cycle. He reminded the Board that there is work being done to make the ADA a stand-alone 501(c)(3) and reported that there are a number of new businesses within the BIA, mostly all on Main Street, that have agreed to become active with the ADA. These businesses are working with Tourism on some

special event activity on Main Street. He suggested that by the next meeting the ADA would have a better report of where it is going and what its budget requests might be for the marketing and branding side of Main Street.

IV. OLD BUSINESS

A. Update on Draft to Ordinance 4293

Manager Lein reported that he submitted the draft Ordinance to Director of Administration Dana Hinman. The target dates are to present it to the City Council at the October 9 City Council Study Session. If approved, then move it on for adoption at the November 6 City Council meeting. He suggested that the Chair or Vice Chair be at the Study Session with some additional Members to answer questions asked by the City Council.

V. NEW BUSINESS

A. Report on Downtown Auburn Parking

Assistant Director of Community Development Services, Jeff Tate informed the Board of the basics of parking in downtown Auburn and provided a map of the downtown Auburn permit parking. Discussion followed, and Members asked questions to gain understanding. There was concern expressed about the mattresses in one of the dumpster enclosures which homeless pull out at night to sleep on. Assistant Director Tate recommended calling Code Enforcement to help resolve the issue. Concern was raised about people who park in 3-hour parking spots all day, knowing they will not be fined. Assistant Director Tate thought it would be useful for people to have an understanding of what Police's approach is to parking enforcement. He suggested that staff could find out what that approach is and report back to the Board. An idea was brought up that the City purchase private lots for permit parking for business owners and their employees. The loss of parking due to upcoming building projects was also discussed. Assistant Director Tate informed the Board that there is nothing in City code that precludes private property owners from renting out their space.

The Board discussed the formation of an ad hoc committee to investigate and collect data on the parking in downtown Auburn. Assistant Director Tate suggested a good starting point for the ad hoc committee would be to look at City Council's 2014 Comprehensive Downtown Parking Management Plan. The Board decided to establish an ad hoc committee of three members to discuss parking enforcement and parking standards as well as data collection and evaluation. It was agreed that staff should reach out to the entire Board to inquire who would like to be nominated to be on the ad hoc committee and then send an email out to all Board members listing all nominees. Manager Lein said staff will develop a list of survey questions to get out to all 180 businesses.

Board Member Cowart moved and Member Gordon second to form a Downtown parking ad hoc committee.

MOTION CARRIED UNANIMOUSLY. 6-0

B. Branding and Marketing for the Fourth Quarter

Manager Lein described the new 60-second Tourism marketing video, which will show much more of downtown's retail, entertainment, and restaurants and also addresses the need to brand Auburn to Auburn residents. The video will play at the Regal Auburn Stadium 17 Theater before every film and on every screen between the first of October through the end of the year. The funds for this would come out of the Tourism and Economic Development budgets, and possibly the BIA Board, if it is agreed upon, and broken down equally between the three.

C. City Email Addresses for All Board Members

Manager Lein informed the Members that IT will be giving all Boards and Commissions members a City email address for City correspondence to protect a personal or work email address from public record requests. IT will come to a future meeting to train Members in how to use their City email.

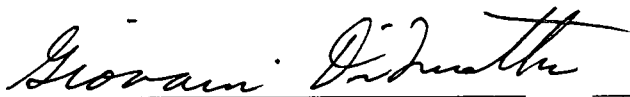
VI. **AUBURN DOWNTOWN ASSOCIATION UPDATE**

There was no update from the Auburn Downtown Association, aside from what Manager Lein provided in his financial report update.

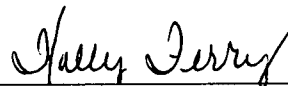
VII. **ADJOURNMENT**

There being no further business to come before the Board, the meeting adjourned at 2:32 pm.

APPROVED this 9th day of October, 2017.



Giovanni DiQuattro, Vice Chair



Holly Ferry, Board Secretary