	Business Improvement Area Committee of Rate Payers August 9, 2018 - 1:00 PM Council Chambers AGENDA
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I. CALL TO ORDER

Roll Call

II. APPROVAL OF MINUTES

A. July 9, 2018 Minutes

III. FINANCIAL REPORT

A. Financial Report Through June 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 - APD

2. Hanging plants and planters around the BIA

3. Lights in trees

4. Added police patrols - APD

5. Christmas decorations

6. Banners

F. Update on 2018 Facade Grant Program

V. NEW BUSINESS

VI. BIA SUB-COMMITTEE UPDATE

A. Parking

VII. AUBURN DOWNTOWN ASSOCIATION UPDATE

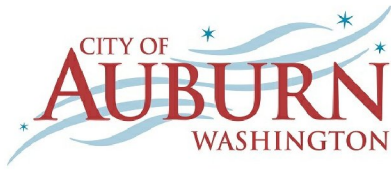
VIII. TOURISM BOARD UPDATE

A. Final Tourism Map

B. Auburn Adventure Film Festival

IX. 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:
July 9, 2018 Minutes

Department:
Administration

Attachments:
[July 9, 2018 Minutes](#)

Date:
August 7, 2018

Budget Impact:
Current Budget: \$0
Proposed Revision: \$0
Revised Budget: \$0

Administrative Recommendation:

Background Summary:

Reviewed by Council Committees:

Councilmember:

Meeting Date: August 9, 2018

Staff:

Item Number:



**BIA Committee of Rate Payers Meeting
July 9, 2018 – 1:00 PM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 1:00 pm by Chairman DiQuattro.

Roll Call:

Committee Members present: Chair Giovanni DiQuattro, Vice Chair William Cowart, Kelly Gordon, Megan White

Excused Absence: Bob Klontz, Ronnie Roberts, Ruth Neil-Stover, Darren Jones

Staff present: Doug Lein, Economic Development Manager; Lorraine Chachere, Tourism Coordinator; Holly Ferry, Committee Secretary

II. APPROVAL OF MINUTES

Committee Member Gordon moved and Vice Chair Cowart second to approve the June 11, 2018 minutes.

MOTION CARRIED UNANIMOUSLY. 4-0

III. FINANCIAL REPORT

Manager Lein reported that the financial audit was completed June 30. They are in the process of working with businesses to collect some outside receivables in fees. After last month's budget amendment, the spending limit for this year has been increased to \$90,000.

IV. OLD BUSINESS

A. Disbursement of BIA Funds

There was no discussion on this topic.

B. Marketing and Branding

On July 4, the first paid advertising for the BuyLocalAuburn.com website was launched. It has been digitally advertised on Facebook, Channel 5, Channel 7, Tacoma News Tribune, Seattle Times, and a couple others and has received thousands of hits. On July 15, they will be doing a takeover of the Auburn Reporter's mobile app and website that will drive everyone to the Buy Local

search engine, which will search 4,800 Auburn businesses. Manager Lein walked the Committee through the process of how it works. Last fall, around 1,700 businesses registered online to get a login for their business license and then self-describe their businesses with keywords in the description. There are two classes scheduled with Green River College where instructors will help business owners write business descriptions. The goal is to get all businesses to go online, register, and self-describe their business.

C. Heritage Fire Update

Manager Lein reported that the permit for asbestos removal was issued on May 24. The permit for demo was issued 10 days ago. They are waiting for PSE to set a temporary power pole and get electricity to the site for lighting and to power collection fans inside the structure in different spots so that, when they remove the asbestos, it doesn't blow into the street. Asbestos demo will take about 7-10 days, and demo can take place immediately after.

D. BIA Newsletter

The BIA Newsletter went out for the first time last week. Manager Lein reported that Legal gave the approval for the ADA to provide an update that can be included in the BIA Newsletter. It was recommended that the Buy Local website information also be included in the next newsletter.

E. Update on Priority Projects Presented to City Council

1. Additional security lighting

Manager Lein reported that Chief Pierson was given a map by a patrol officer, which he has not had a chance to go over himself, but it looks like there are about 50 spots around the BIA that they have identified as areas that could use additional security lighting. These are locations that already have poles with power to them. Manager Lein asked Police to pick out the top 20 places that they would recommend.

2. Hanging plants and planters around the BIA

Manager Lein stated that Parks will figure out how much it would cost to put in 50 plants in 20 additional locations around the BIA.

3. Lights in trees

Manager Lein reported that there is a good chance that lighting across the street is feasible. Each street light has power accessible for hanging lights from pole to pole. There would also be ample clearance for trucks. It would not be necessary to wait on the Heritage Building.

4. Added police patrols

Manager Lein talked to Chief Pierson about coming to the next meeting to talk about his strategy for downtown security patrols.

5. Christmas decorations

Manager Lein talked to both of the instructors of the carpentry programs at Green River College and Auburn High School about building a Santa House. The instructors will look at the feasibility of taking on the project during the fall quarter. Manager Lein recommended getting the ADA involved.

6. Banners

Banners are being designed by the City's Multimedia Department. A design will be available for the Committee to view at the next meeting.

F. Update on 2018 Façade Grant Program

The City is in the process of finalizing a contract with Evie Anderson to be the coordinator for the program. Spectrum Sign Company is already working on designs for some businesses. Two licensed contractors in Auburn have been found that are willing to do small projects.

V. NEW BUSINESS

A. Committee Representative for Chamber Meetings

It was recommended that the request for a volunteer from the BIA be included in the BIA Newsletter.

B. Member Attendance Discussion

During discussion about member attendance, it was stated that Member Ruth Neil-Stover and Member Megan White had both requested to be moved to an alternate member position. One additional regular member will be appointed by Mayor Backus.

The Committee agreed that changing the regular meeting date to accommodate members' schedules was necessary; however, the time can remain the same at 1:00 PM. The new meeting schedule will begin on August 9.

Committee Member Gordon moved and Vice Chair Cowart second to change the regular meeting date of the BIA Committee of Rate Payers from the second Monday of the month to the second Thursday of the month.

MOTION CARRIED UNANIMOUSLY. 4-0

VI. BIA PARKING SUB-COMMITTEE UPDATE

Manager Lein reported that Community Development and Public Works Department Director Jeff Tate told him that, after letters were sent out to parking lot owners inquiring if they would be interested in renting out any parking spaces, they have had two business owners who have shown interest, which would include around 23 parking spaces.

VII. AUBURN DOWNTOWN ASSOCIATION UPDATE

Manager Lein reported that the ADA would be interested in running the Santa House. They like the idea of an ice skating rink.

The ADA has their permanent office location and their monthly meetings at the Business Incubator. There is also a storage room there in the Sounder garage where

the ADA may store some things. They have been pricing 10' x 10' tents for purchase, which could also be loaned out to businesses, and they are also looking to purchase a small sound system, 8' tables and staging for events.

The question was raised about where the ADA records were stored. It was reported that they were all destroyed in the Heritage Fire.

The new board and officers are in place. They made a bylaw change that says that a business outside the BIA boundary can be a participating member, and the dues will be equal to what the minimum BIA fee would be.

VIII. TOURISM BOARD UPDATE

Tourism Coordinator Chachere presented the revision of the downtown area map and requested feedback. There was extensive discussion about the need to add businesses from the service industry and how to incorporate that on the map. It was decided to rework the map to somehow represent the service industry and to coordinate the map with the Auburn Downtown Association's website. Coordinator Chachere commented that she sees the need for possibly creating a visitor's guide that is more comprehensive.

Coordinator Chachere updated the Committee on the FAM (familiarization) event she hosted recently where Seattle hotels and the Concierge Guild were invited to Auburn for a day of touring summer, family-friendly attractions.

Manager Lein and Coordinator Chachere also informed the group about the Concierge Guild's trade show in Seattle that they participated in last spring. They would like to expand their presence next year by buying more tables and getting some of the local businesses to participate.

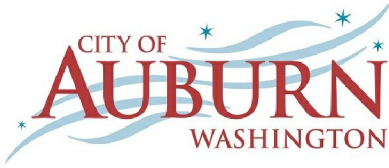
IX. ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 2:25 pm.

APPROVED this 9th day of July, 2018.

Giovanni DiQuattro, Chair

Holly Ferry, Committee Secretary



AGENDA BILL APPROVAL FORM

Agenda Subject:

Financial Report Through June 2018

Date:

August 8, 2018

Department:

Administration

Attachments:

[Financial Report through June 2018](#)

Budget Impact:

Current Budget: \$0

Proposed Revision: \$0

Revised Budget: \$0

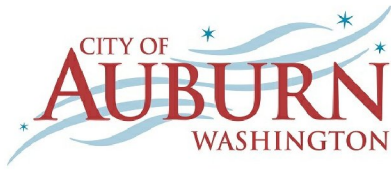
Administrative Recommendation:**Background Summary:****Reviewed by Council Committees:****Councilmember:**

Meeting Date: August 9, 2018

Staff:

Item Number:

<u>Fund 121 through June 2018</u>	
2018 Beginning Fund Balance	94,472.91
2018 Revenues	52,019.90
2018 Expenditures	(1,300.00)
Estimated Fund Balance - June	145,192.81



AGENDA BILL APPROVAL FORM

Agenda Subject:

Final Tourism Map

Department:

Administration

Attachments:

[Final Tourism Map](#)

Date:

August 8, 2018

Budget Impact:

Current Budget: \$0

Proposed Revision: \$0

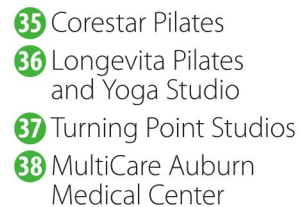
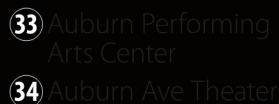
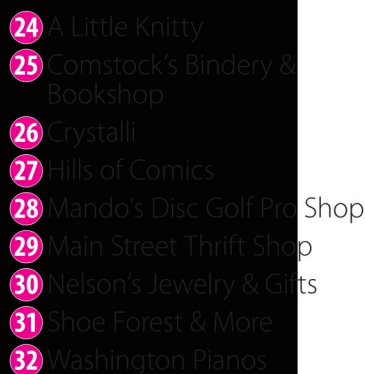
Revised Budget: \$0

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

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