

**BIA Committee of Rate Payers Meeting
June 13, 2019 – 1:00 PM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 1:02 pm by Chairman DiQuattro.

Roll Call:

Committee Members present: Chairman Giovanni DiQuattro; Vice Chair Bill Cowart; Members Kelly Gordon, Darren Jones, Ronnie Roberts, Megan White

Committee Members absent: Bob Klontz, John Rottle, Ruth Neil-Stover

City staff present: Jamie Kelly, Parks Planning & Development Manager; Doug Lein, Economic Development Manager; Tanya Carter, Economic Development Officer; Holly Ferry, Committee Secretary

ADA Board Members present: Brittiany Karlson, President; Kristina Driessen, Treasurer; Janice McCall, Secretary

II. APPROVAL OF MINUTES

Committee Member Gordon moved and Member White second to approve the May 9, 2019 meeting minutes.

MOTION CARRIED UNANIMOUSLY. 6-0

III. FINANCIAL REPORT

Economic Development Officer, Tanya Carter, reviewed the data on the Financial Report, showing the ending fund balance through April 2019.

IV. OLD BUSINESS

A. Marketing and Branding

There was nothing new to report. At the next meeting, the new logos and website for the Buy Local Auburn campaign may be shown.

B. BIA Newsletter

A copy of the May newsletter and analytics were provided. Officer Carter reviewed the analytics.

C. Update on Priority Projects Presented to City Council

1. Additional Security Lighting

Economic Development Officer Tanya Carter provided photos showing additional security lighting that was added to the B Street Plaza and reported that the lighting in the alleyway to the north of American Lighting was completely replaced with new LED lights.

2. Christmas decorations

Member Jones reported that he is still trying to locate a source for a commercial LED rope lights.

3. Banners

An audit of poles was requested to identify where banners could be added without spending additional money. The area audited would include the area on Main Street from the train tracks going east to just past D Street and also the streets two blocks north and two blocks south of Main Street.

D. Update on 2019 Façade Grant Program

Officer Carter reported that Planning Director Jeff Tate informed her that the full amount of the grant, which is \$100,000, is available. Currently, there have been conversations with two businesses that have shown interest in applying for grant funds.

E. Heritage Building Update

Completion of the design review approval is getting close. There are still issues that need to be worked out regarding the building's ingress and egress.

F. Unpaid BIA Fees

There are roughly 220 businesses in the BIA, and there are nine left that need to comply.

G. Discuss and Vote on Funding for Parks Alleyway Project

Jamie Kelly, Planning and Development Manager in the City's Parks, Arts & Recreation Department, presented the proposal that had been provided by Parks Manager Julie Krueger about the plans for the space between the Old Post Office and the Auburn Ave Theater. He also reported that those who would like to use the space could easily acquire a use permit from the Parks Department. Some discussion followed.

Committee Member Gordon moved and Member Cowart second to fund the Alleyway Project proposed by the City of Auburn Parks Department.

MOTION FAILED. 2-4

H. Discuss Meeting Every Other Month

The Committee agreed that, because there is always something going on, it is important to continue meeting each month. Officer Carter brought up the idea of adopting funding cycles if the Committee decided to meet every other month. There was no discussion on that topic.

Committee Member Gordon motioned and Member Jones second to continue meeting monthly to meet the needs of the Committee, the City and the ADA.

MOTION CARRIED. 5-1

Chairman DiQuattro stated that the decision to meet every other month could be put on the agenda at a later time if the Committee determined that it was not necessary to meet every month.

V. NEW BUSINESS

A. Committee Responsibilities and Authorities

City Attorney Steve Gross introduced himself and talked to the Committee about process. He stated that, when it comes to spending the BIA money, the specific thing the Committee is tasked to do is to consider proposals for Economic Development and neighborhood revitalization projects and programs consistent with the purposes listed in the code, provide for public input, submit comments in a timely manner to the Mayor and City Council. He recommended that the following be changed: "including an analysis of the extent to which the Committee's recommendations will improve economic development or downtown revitalization."

He explained that Council has approved \$90,000 in authorized money to expend, but the individual contract expenditures are subject to other City requirements. In the context of spending the BIA Rate Payer money, the starting point is what your recommendation is for spending that money. He has been working with City staff on how to take the fund expenditures that are being recommended and translating those into contracts and getting them done. The Committee agreed to let the City assess other money, and the Committee's recommendation is necessary to spend that money, but it's not the only way the money gets spent.

There has been discussion with staff about how to make the process go more smoothly. He suggested that a grant cycle process could be something useful for the Committee to consider in the planning of things they want to do and also planning how the Committee wants to take in applications.

After some discussion, City Attorney Gross suggested that the only thing he would like the Committee to immediately think about is that, as the Committee is making recommendations, they are not very carefully including an analysis of the extent to which the Committee recommendations will improve economic

development, but if going into that much detail is not needed, then the requirement to do that analysis can be taken out of the code.

There was a comment that at the previous month's meeting, someone had stated that it's not the BIA's money, it's the City's money. City Attorney Gross responded that, under state law, it is not the BIA's money. It is a special assessment that you agree to impose upon yourself for things that are set out in the statute that we have adopted by ordinance. As a matter of practicality, it is the BIA's money to allocate.

B. Rules of Procedure

It was suggested that the existing Rules of Procedure that were adopted in 2017 be sent out and reviewed by the Committee for discussion at the July meeting and will need City Attorney Gross's input on what the Committee can and cannot do.

City Attorney Gross stated that one of the things that will be necessary to talk about is how City staff communicates back to the Committee, for example, if money was approved for something, and the administration would ask that the money be reallocated because the thing that the Committee would like to do isn't something that the City can practically do.

C. Downtown Bike Racks

Auburn Police Officer Stan Sedillo introduced himself to the Committee and gave a visual presentation that showed different kinds of artistic bike racks. He gave recommendations about which type of racks work better than others and why. He mentioned that the short, round racks that are currently seen around the city are too short, and bikes frequently fall over.

There was a question about whether the BIA Committee could present the idea to the Arts Commission to see if they would want to commission some artists to design the racks. A couple Committee members appreciated that the bike racks would be functional art. Another member questioned whether or not it would be easier to find artistic racks that are already made rather than commissioning artists to make racks and having to wait for the artists to make them. Officer Sedillo recommended looking at <https://www.theparkcatalog.com/bike-racks/> to view bike racks that can be purchased online. Officer Carter suggested that City staff look at the website and coordinate with the bike police and select several different options to consider. Chairman DiQuattro responded that the Committee would need to know how many racks are needed, where are they needed, and a price list of a few different models.

Economic Development Manager Doug Lein stated that there is a fair amount of grant money that is beginning to show up for non-motorized improvements and suggested that Public Works come to the next meeting to talk about it and also have a representative from the Arts Commission come as well.

IV. AUBURN DOWNTOWN ASSOCIATION UPDATE

ADA Treasurer Kristina Driessen reported that they have received half the money from the two contracts and are now fully able to fund the upcoming Beer and Wine Festival as well as a September street fair, which will probably be one of the biggest events they have ever done. There is a professional event planner who is helping coordinate that event. She is also creating a book laying out the step-by-step process for each event that can be passed on to the next board so that they can keep doing what the current board has been doing. They are also starting to talk about their Halloween and Christmas projects. ADA President Brittiany Karlson introduced the new ADA Secretary, Janice McCall and reported that there are a lot of new volunteers, too.

V. CHAMBER BOARD UPDATE

The BIA Representative to the Chamber Board, Janice Nelson, reported that she attended the May Chamber Board meeting. She stated that the Chamber Board would like someone from the BIA to attend the Wednesday, June 26th meeting for about 10-15 minutes to give an overview of the BIA, the ADA, and the funding, so the Chamber Board members can wrap their head around what the BIA is and what their mission is and how it relates to the city. It was suggested by Vice Chair Cowart that a BIA member attend in August instead. Representative Nelson said she would talk with Kacie Bray from the Chamber Board to see if August would work.

VI. TOURISM BOARD UPDATE

Tourism Coordinator Chachere announced that the Auburn Adventure Film Festival is returning for a second year at the Auburn Ave Theater in February.

After explaining the updates that have been made to the Tourism maps and describing the visibility that the maps receive at locations within the community and at different events, Coordinator Chachere asked if the BIA would like to collaborate again with the Tourism Board to print 5,000 new maps, which will last 9 – 11 months.

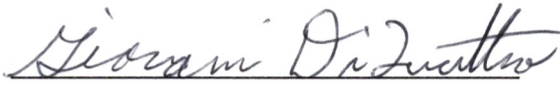
Vice Chair Cowart moved and Member Jones second to approve the request to pay for half of the reprint of the Tourism maps up to \$600.

MOTION CARRIED UNANIMOUSLY. 6-0

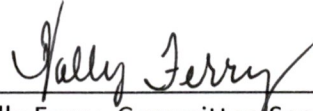
VII. ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 2:20 pm.

APPROVED this 11th day of July, 2019.



Giovanni DiQuattro, Chair



Holly Ferry, Committee Secretary