

**BIA Committee of Rate Payers Meeting
May 9, 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; Members Darren Jones, Ronnie Roberts, John Rottle, Megan White

Committee Members absent: Bill Cowart, Kelly Gordon, Bob Klontz, Ruth Neil-Stover

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

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

II. APPROVAL OF MINUTES

Committee Member Jones moved and Member White second to approve the April 11, 2019 meeting minutes.

MOTION CARRIED UNANIMOUSLY. 4-0

Member Roberts arrived at this point in the meeting.

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

Officer Carter reported that there are three new components that are being added to the Buy Local Auburn program this year. First, ads now have an educational component that shows citizens how buying locally supports the local sales tax generation, which supports City services that benefit residents. Ads are being programmatically bought, which is much more efficient. Second, an offline component has also been added, which would include retail stores and supply chain businesses in Auburn in an offline way. The third component would

revamp the website, populating it with more local business success stories, content, pictures and interests. Officer Carter explained how the different demographics are targeted.

B. BIA Newsletter

A copy of the April newsletter and analytics were provided. Officer Carter explained the analytics.

C. Update on Priority Projects Presented to City Council

1. Additional Security Lighting

The Puget Sound Energy portion of the project is complete. High sodium lights were replaced with LEDs on the B Street Plaza and the alley to the D Street parking lot. Upgrades to the lighting on the City poles are currently in the works.

2. Christmas decorations

Member Jones reported that they are in the process of trying to locate a heavier, more commercial type of rope light that is designed to be used year-round.

Tourism Coordinator, Lorraine Chachere, announced that this year's Santa Parade will allow vehicles, as long as they have Christmas lighting on them. She would like to work with the ADA to expand marketing to bring more people downtown for this event.

Officer Carter reported that the topic of speakers for the purpose of playing seasonal music in the downtown area is still being worked on by the City Attorney.

3. Banners

Chairman DiQuattro informed the Committee that he has received a lot of positive feedback about the banners. The question was raised about how far the banners will be expanded in the Business Improvement Area. This topic of discussion will be added to the next meeting's agenda.

D. Update on 2019 Façade Grant Program

Officer Carter shared that a report on the façade program is forthcoming. There are many applications this year, and the approval process is longer than it has been in past years.

E. Heritage Building Update

Officer Carter communicated that the owner is working with Planning on some architectural items. There are also some infrastructure and utility hookup questions that are being worked on. It's still in the concept and site design phase. The timeline is being determined by the issues that have to be addressed.

V. NEW BUSINESS

A. 2019 ADA Funding

There is a beer and wine festival planned for June. There are enough funds left over from last year to cover this event, but they currently have no funding to plan any other events until they have additional funds. There was discussion about the requirement by the City to provide a scope of work and their concern about jeopardizing their funding if they don't complete every item they list in the contract. Chairman DiQuattro recommended finding out from Legal and Finance how to streamline the process. Officer Carter offered to find out more information and follow up with them about their concerns.

B. Unpaid BIA Fees

Officer Carter reported that a team is working on a solution for collecting unpaid BIA fees. There is a procedure and process in place, and now it's just a matter of the team working through it. She expressed that there is an effort to be business-friendly and work with businesses who have not paid their BIA fees. Chairman DiQuattro stated that the current policy is that, if you don't pay your BIA fees, you don't get your business license renewed. Officer Carter explained that some business owners don't understand what the BIA fees are for, so they are now being provided with information that is sent out to them, and that has been helpful.

C. 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. There was some discussion and a concern was raised that what had been presented at the prior meeting was for the BIA to match the 4Culture grant of \$20,000, but the amount being requested now is \$25,000.

ADA members Karlson and Driessen informed the committee that the ADA would like to utilize the alleyway park area for different events. After further discussion and questions were addressed, the committee decided to table the vote until the next meeting.

Committee Member Jones moved and Member Roberts second to table the discussion and the vote until there is further information on the funding of other projects as well as clarification regarding why the request was increased to \$25,000.

MOTION CARRIED UNANIMOUSLY. 5-0

Manager Kelly asked if there was any information that is needed, other than the clarification on the amount being requested. The Committee would like to know

who is going to maintain the alleyway park area in the future, and how easy will it be for the ADA to utilize the space.

D. Discuss Meeting Every Other Month

It was agreed that this topic should not be voted on until there is time for further discussion and until questions can be answered regarding the budget.

IV. AUBURN DOWNTOWN ASSOCIATION UPDATE

This update was given earlier in the meeting during the 2019 ADA Funding discussion.

V. CHAMBER BOARD UPDATE

Chairman DiQuattro reminded the Committee that they had decided to vote in the May meeting to make Janice Nelson the Chamber Board representative for the BIA. Janice was not able to attend the meeting, but the Committee voted.

Committee Member Rottle moved and Member Roberts second to have Janice Nelson represent the BIA at Chamber Board meetings.

MOTION CARRIED UNANIMOUSLY. 5-0

Secretary Ferry will contact Janice Nelson to inform her of the outcome of the Committee's vote.

VI. TOURISM BOARD UPDATE

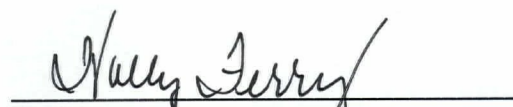
Tourism Coordinator Chachere shared that the Office of Film and Music for Seattle is looking for other cities to submit requests for different filming projects. She is working with the City to formalize the process.

VII. ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 2:00 pm.

APPROVED this 13th day of June, 2019.


Giovanni DiQuattro, Chair


Holly Ferry, Committee Secretary