	Business Improvement Area Committee of Rate Payers April 11, 2019 - 1:00 PM City Hall Council Chambers AGENDA
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I. CALL TO ORDER

Roll Call

II. APPROVAL OF MINUTES

A. March 14, 2019 Minutes

III. FINANCIAL REPORT

A. Financial Report through February 2019

IV. OLD BUSINESS

A. Marketing and Branding

B. BIA Newsletter

C. Update on Priority Projects Presented to City Council

1. Additional security lighting
2. Christmas decorations
3. Banners

D. Update on 2019 Facade Grant Program

E. Heritage Building Update

V. NEW BUSINESS

A. 2019 Auburn Downtown Association Funding

B. Unpaid BIA Fees

C. Q&A with Parks, Arts & Recreation

D. Discuss Meeting Every Other Month

VI. AUBURN DOWNTOWN ASSOCIATION UPDATE

VII. TOURISM BOARD UPDATE

VIII. 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.



**BIA Committee of Rate Payers Meeting
March 14, 2019 – 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: Chairman Giovanni DiQuattro; Members Kelly Gordon, Darren Jones, Bob Klontz, Ronnie Roberts, John Rottle

Committee Members absent: Ruth Neil-Stover, Megan White

City staff present: Jeff Tate, Director of Community Development; Josh Arndt, Senior Economic Development Officer; Holly Ferry, Committee Secretary

ADA Board Members present: Brittiany Karlson

II. APPROVAL OF MINUTES

Committee Member Klontz moved and Member Gordon second to approve the February 14, 2019 meeting minutes.

MOTION CARRIED UNANIMOUSLY. 4-0

Member Roberts arrived after the minutes had been approved.

III. FINANCIAL REPORT

Senior Economic Development Officer Arndt reviewed the data on the Financial Report with the Committee.

Member Jones arrived after the Financial Report was reviewed.

IV. OLD BUSINESS

A. Disbursement of BIA Funds
There was no discussion.

B. Marketing and Branding
There was no discussion.

C. BIA Newsletter

A copy of the March newsletter was provided. Secretary Ferry will provide analytics at the April meeting.

D. Update on Priority Projects Presented to City Council

1. Additional Security Lighting

Economic Development Senior Officer Josh Arndt reported that PSE will begin working on the security lighting on March 22 in the following locations: the alley between the Auburn Ave Theater and the old Post Office building; the B Street parking lot; the alley between B Street and Auburn Way North; the alley between Bank of America and the law office and the old church; and the D Street parking lot just west of Geaux Brewing. Ten lights in total will be changed from high-pressure sodium to LED, and some will be changed to provide more direct light or a larger portion of light throw.

The lights on the B Street Plaza are City-owned poles and required a separate contract. Some test lights were purchased. There were some needed changes to the bracketing on the poles and also some wiring to add a receptacle to ensure that what was done was temporary because this was a test, and if the Committee was to decide that it didn't want to go through with the project, they needed to be able to be restored to their original structure.

The custom brackets for the wiring and the new receptacle would have to be manufactured. For two lights, the installation cost would be \$2300. It was also mentioned that City lights cannot shine down on private property; therefore, consideration would have to be given to ensure that it will light up the areas that need extra light.

2. Christmas decorations

The snowflakes down Main Street have been removed and replaced with the banners. The City has approved leaving the rope lighting up and maintaining them year-round. Because the existing lights are a residential-grade, there was discussion about buying commercial-grade lighting.

The topic of speakers for the purpose of playing seasonal music in the downtown area was revisited. A response from the City attorney is pending.

3. Banners

This topic was covered under the Christmas decorations discussion.

E. Update on 2018 Façade Grant Program

Officer Arndt reported that, after the new fiscal year's funds were added to the budget, Director of Community Development, Jeff Tate, estimates that there is around \$118,000 available to work with. The question was raised as to why more businesses are not participating in the Grant Program. Members agreed that it is a lack of awareness that the program exists and also that people may not understand how the program works. It was suggested that including before and

after pictures of projects in the BIA and ADA newsletters could be helpful to spread awareness, as well as providing a link to the City's website pages that explains the program and shows time lapse of the projects.

Officer Arndt wanted to clarify that it may have previously been mentioned that the City was going to hire someone to manage the program, but that is not the case, as the City does not have the capacity to do that.

Director Tate stated that a business owner has to go through a design process and come up with a concept. Outside of the \$100K a year, the City has additional funds to help an applicant get their design to a more mature stage so they can actually get awarded the money to do the project; however, that depends upon what the project is.

F. Heritage Building Update

Office Arndt reported that the owner is proposing to redevelop the property on her own. She has submitted some design concepts, which have been approved. Director Tate explained the stipulations in the City's agreement with the owner, as well as an overview of the process.

G. BIA Representation on Chamber Board

Janice Nelson from Trillium Employment Services has agreed to represent the BIA on the Chamber Board. She will attend the April meeting.

H. Update from Community Development Director Jeff Tate

Director Tate reported on the status and amenities of the current and upcoming building projects in the BIA. The question was asked if there would be any parking within the buildings, and Director Tate stated that there is a parking requirement that amounts to a little over one parking stall per dwelling unit. There is a little less of a parking requirement in a building that is so close to a transit station.

V. NEW BUSINESS

A. Cabinet Wrap Selection Committee

No Committee member had an interest in participating on the selection committee.

IV. AUBURN DOWNTOWN ASSOCIATION UPDATE

Brittiany Karlson, ADA President, reported that there was a change on the board in January, when Jeremy Hubble stepped down as president and she was voted in as president. There is currently an open seat for secretary. Kristina Driessen and she are sharing the responsibilities of the roles of secretary, treasurer and president until a new secretary is found. There have been a lot of new people attending the meetings and volunteering. A new executive assistant was hired in January to help with business outreach and contacting people.

An update of activities planned for the downtown area was given. They are still looking for an event planner for some of the larger events. The contract between the ADA and the City is in the works. A plan for funds needed by the ADA will be provided at the next BIA meeting in April.

There was a suggestion given to open up the position of cabinet wrap selection committee BIA representative to a member of the ADA. President Karlson thought she could get one of the ADA board members to agree to represent the BIA on the selection committee. She will let Secretary Ferry know who has agreed to volunteer.

V. TOURISM BOARD UPDATE

There was no Tourism Board Update.

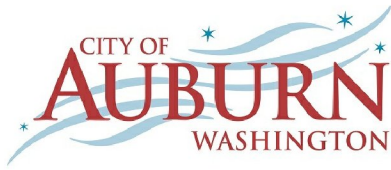
VI. ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 2:05 pm.

APPROVED this 11th day of April, 2019.

Giovanni DiQuattro, Chair

Holly Ferry, Committee Secretary



AGENDA BILL APPROVAL FORM

Agenda Subject:

Financial Report through February 2019

Date:

April 10, 2019

Department:

Administration

Attachments:

[Financial Report through February 2019](#)

Budget Impact:

Current Budget: \$0

Proposed Revision: \$0

Revised Budget: \$0

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

Meeting Date: April 11, 2019

Staff:

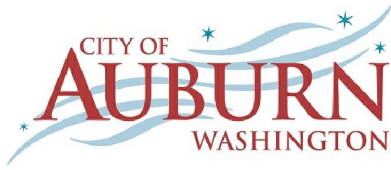
Item Number:

Business Improvement Area Financial Report through February 2019

Please see the estimate for the BIA fund balance through February below:

Fund 121 through February 2019	
2019 Beginning Fund Balance	115,812.59
2019 Revenues	30,736.07
2019 Expenditures	-
Fund Balance - February	146,548.66

- 2019 beginning fund balance is not official until the conclusion of the annual financial audit. What's presented here is the unaudited equity balance for 2018. We don't expect this to change, but please be aware that it is subject to change.
- Books are only closed through February 2019.
- Estimated fund balance through February is approximately \$147k; expenditure authority for 2019 is currently \$90,000.



AGENDA BILL APPROVAL FORM

Agenda Subject:

BIA Newsletter

Department:

Administration

Attachments:

[April 2019 BIA Newsletter](#)

[March 2019 Newsletter Analytics](#)

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April 10, 2019

Budget Impact:

Current Budget: \$0

Proposed Revision: \$0

Revised Budget: \$0

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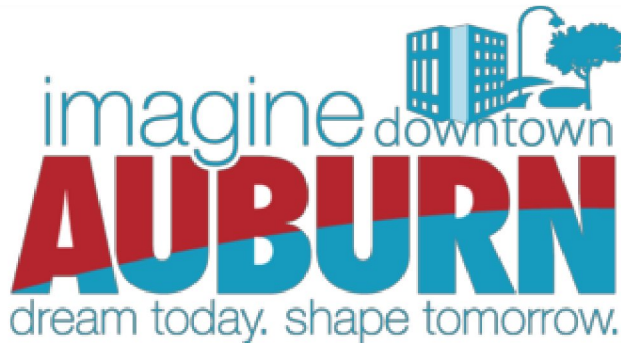
Staff:

Item Number:

April 2019

Auburn Business Improvement Area (BIA) Newsletter

An update from the Auburn Business Improvement Area (BIA) Rate Payer Committee



Regular Meeting Dates

The BIA Committee of Rate Payers regular meeting will take place the second Thursday of each month at 1:00 PM.

The next regular meeting will be Thursday, April 11 at City Hall Council Chambers (25 West Main St.). All are welcome to attend!

View [minutes from March 14, 2019 meeting](#) (PDF)

Agenda

I. CALL TO ORDER

Roll Call

II. APPROVAL OF MINUTES

March 14, 2019 Minutes

USEFUL NEWS & INFORMATION

Auburn's Buy Local Program

Be sure to update your business listing in our new searchable database! [Create your account here](#) and add your business description, contact information, website and more. Help us help you!

Visit the [searchable database](#) here and let us know what you think.

The Auburn Downtown Association

To stay up-to-date on The Auburn Downtown Association's events, news and ways to get involved, click on the link to visit their website. auburndt.org

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CITY OF AUBURN 25 WEST MAIN ST AUBURN WA 98001



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City of Auburn - Bulletin Detail Report



Subject: Auburn Business Improvement Area (BIA) Newsletter
Sent: 03/13/2019 11:54 AM PDT
Sent By: bdohse@auburnwa.gov
Sent To: Subscribers of BIA Business Owners

157

Recipients

✓ Email

✗ SMS

✗ Facebook

✗ Twitter

✓ RSS

94%

Delivered



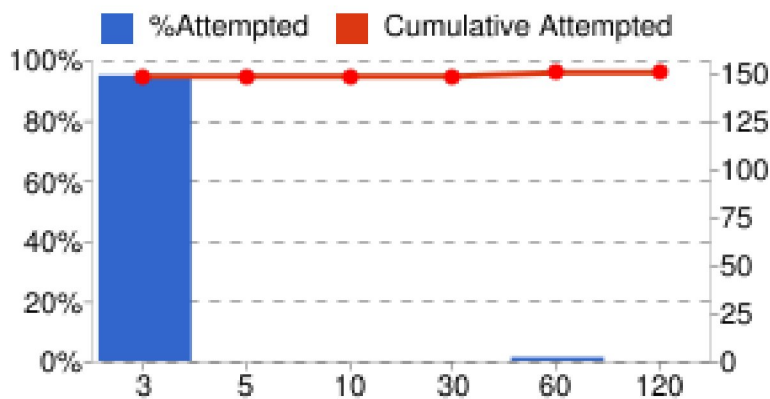
0% Pending

6% Bounced

37% Open Rate

3% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	95%
5	95%
10	95%
30	95%
60	96%
120	96%

Delivery Metrics - Details

157 Total Sent
148 (94%) Delivered
0 (0%) Pending
9 (6%) Bounced
0 (0%) Unsubscribed

Bulletin Analytics

91 Total Opens
55 (37%) Unique Opens
6 Total Clicks
5 (3%) Unique Clicks
14 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	94.3%	157	148	55 / 37.2%	9	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	0.0%	0	0	n/a	0	n/a

Link URL

	Unique Clicks	Total Clicks
https://content.govdelivery.com/attachments/WAAUBURN/20...	4	4
https://licenses.auburnwa.gov/login/?next=/license/	1	2
http://www.auburnwa.gov	0	0
http://www.auburnwa.gov/contact	0	0
https://www.instagram.com/cityofauburnwa	0	0
http://www.facebook.com/auburnwa	0	0
http://www.twitter.com/auburn_wa	0	0
http://www.youtube.com/user/watchauburn	0	0
https://public.govdelivery.com/accounts/WAAUBURN/subscri...	0	0
https://subscriberhelp.govdelivery.com/	0	0
http://twitter.com/auburnupdates	0	0
http://public.govdelivery.com/accounts/WAAUBURN/subscrib...	0	0
http://www.buylocalauburn.com/	0	0