

**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**

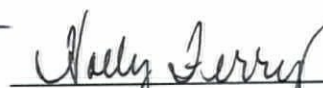
There was no Tourism Board Update.

**VI. ADJOURNMENT**

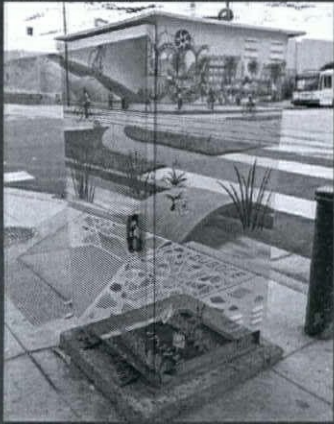
There being no further business to come before the Committee, the meeting adjourned at 2:05 pm.

APPROVED this 11<sup>th</sup> day of April, 2019.

  
Giovanni DiQuattro, Chair

  
Holly Ferry, Committee Secretary

# Utility Box Wraps



## Arts & Culture Center

- \$325,000 in secured grants to date to help support the historic building renovation.
- Window restoration completed in the summer of 2018 ; interior first floor demolition completed in March 2019 (grant funding that had to be spent by March 2019)
- Waiting to hear about State of Washington Capital Budget funding – in the House Budget for \$500,000 (not in the Senate budget).  
*Supported by Representative Pat Sullivan (47<sup>th</sup> District)*





## Arts & Culture Center | Programming Plan

### Public Programming and Studio Space

- Educational classes and workshops for all ages (visual, literary, and performing arts)
- Lectures and Artist Talks
- Small Scale Performances
- Holiday Art & Craft Market
- After-school arts classes and programs
- Art and Wine/Beer Pairing Classes for adults

### Visiting Artist Studio

- Artist in a featured studio with a strong emphasis on collaboration and interaction with the local community

### Gift Shop/Store

- A portion of the lobby area will be a small gift shop selling artisan arts and craft items

### Organizational Partnerships

- Support of local arts organizations through strategic partnerships, shared programming and potential for accommodating office use in the building



**Gallery Exhibitions**

- Rotating exhibits & The Vault site-specific exhibition space

**Rentals**

- Space available for special events, weddings, birthdays, parties and small performances

**Food/Beverage Vendor**

- Small food, coffee, and catering space equipped to provide food and beverages on a to be determined basis for events, rentals, and operational needs

**Support for Auburn Avenue Theater**

- Extra rehearsal space, potential backstage facilities for shows, pre/post performance gathering space

**Arts Alley Connection**

- Artistically-treated features to create a dynamic community gathering place in the alley between the Arts & Culture Center and the Auburn Avenue Theater



Auburn Arts & Culture Center  
20 Auburn Avenue  
Auburn, WA 98002

City of Auburn  
Cultural Arts Division  
910 9th St. SE, Auburn, WA 98002  
253-931-3043

Online: [auburnwa.gov/arts](http://auburnwa.gov/arts)  
Email: [arts@auburnwa.gov](mailto:arts@auburnwa.gov)

# Auburn Arts Alley

Transforming the underutilized alley, between the Auburn Avenue Theater and the future Arts & Culture Center, into a space for creativity, vibrancy, and cultural connectivity. The vision has been greeted with enthusiastic support from local arts organizations, businesses, our local college, residents and community leaders alike.



# Auburn Arts Alley

## *Project Timeline:*

- **March 2018** - UW Livable Cities collaborative study for alley design completed
- **Spring 2018** - Submit Auburn Arts Alley as a potential project for a new 4Culture Creative Consultant grant opportunity
- **September 2018** - Selected by 4Culture to proceed to second stage of competitive grant. Interview with three artists. City team and art team had to "match" through 4Culture.
- **December 2018** - Matched with artist Kathleen Fruge Brown to proceed with a formal grant proposal for Auburn Arts Alley project.
- **Present through February 28, 2019** - Public input and project proposal development
- **March 2019** - Grant applicants notified of selection for 4Culture Grant Award. (Asked for \$30,000 for art components, awarded \$20,000)
- **April 2019 – March 2020\*** - Project creation



## The Vision...

This is an initial design for Auburn Arts Alley with custom-fabricated benches, artistically altered pavers with poetry from local artists, and activation at night with possible food trucks, movies projected from the Arts & Culture Center and so much more yet to be designed by a local artist collaborator, Kathleen Fruge Brown.



### The Vision...

Instead of a mural on the theater wall, perhaps we could have large painted panels that get mounted and can rotate as often as desired...



### The Vision...

To string lights across the alley and create a fun activated space in the evenings we could keep things affordable and stable with concrete filled wine barrels with poles to provide support across the alley for lighting!



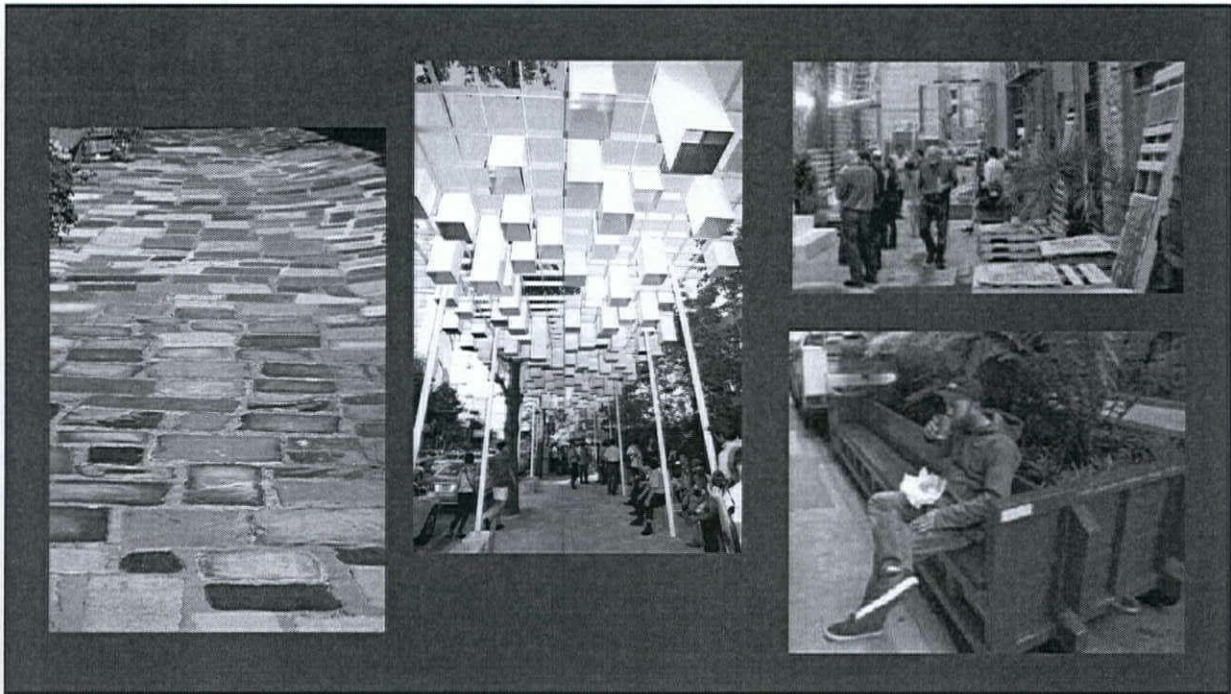
### The Vision...

The idea of having a low stage or raised platform around the rear of the Arts & Culture Center could provide a place for performances to take place and also a charming raised seating area the rest of the year.



### The Vision...

Artistically alter the pavement to create a fun and colorful environment while engaging the community in a street painted mural!



# Auburn Arts Alley

*Community input,  
engagement, collaboration....*

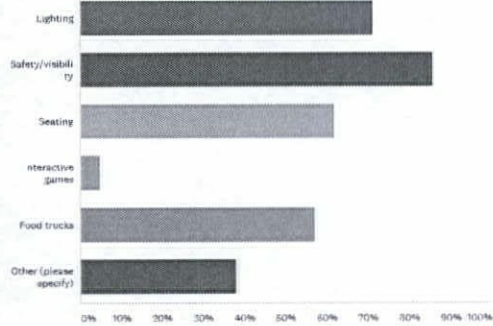
*Ideas?  
Pin to Pinterest page  
Take the survey*

[www.auburnwa.gov/artsalley](http://www.auburnwa.gov/artsalley)



What are the most important basic factors in getting you to use the space?

Answered: 21 Skipped: 0



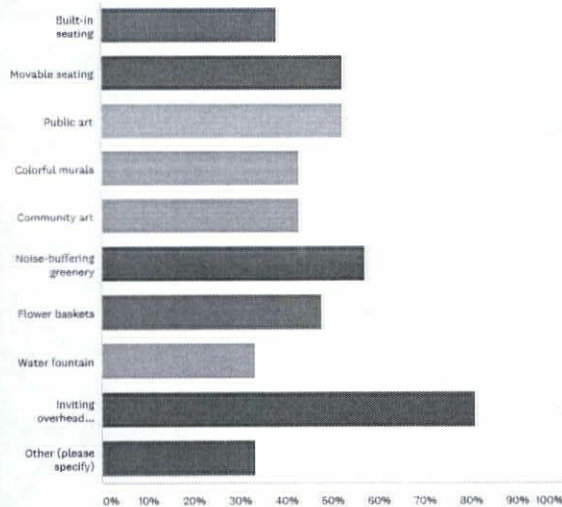
| ANSWER CHOICES         | RESPONSES |
|------------------------|-----------|
| Lighting               | 71.43% 15 |
| Safety/visibility      | 85.71% 18 |
| Seating                | 61.90% 13 |
| Interactive games      | 4.76% 1   |
| Food trucks            | 57.14% 12 |
| Other (please specify) | 38.10% 8  |

#### Other Answers:

- Interactive art/easy opportunities to create art for young and old
- Covered area from elements
- Food, wine, dining, shopping is a must
- Restaurants that are adjacent or part of the alley, public market for local grown veg/fruit
- A place to study and interact, social gathering
- Entertainment

What will make the space an inviting, vibrant 'living room' for Auburn, say for before/after theater, quiet reflection, meetings, conversation?

Answered: 21 Skipped: 0



Q3



What kind of cultural programming in the space is most important to you and your family?

Answered: 21 Skipped: 0

