CITY OF AUBURN WASHINGTON	**Business Improvement Area Committee of Rate Payers** **March 12, 2020 - 1:00 PM** **City Hall Council Chambers** **AGENDA**

I. **CALL TO ORDER**

Roll Call

II. **APPROVAL OF MINUTES**

A. January 9, 2020 Minutes

B. February 11, 2020 Minutes

III. **FINANCIAL REPORT**

A. Financial Report through January 2020

IV. **PLANNING DEPARTMENT UPDATE**

V. **OLD BUSINESS**

VI. **NEW BUSINESS**

A. Master Use Permit Application
1. Definition of Event Boundaries

B. BIA After Action Report
1. Individual roles and responsibilities for three prioritized 12-month projects

C. Additional Banner Placement in Downtown

D. Decorative, Overhead and/or Security Lighting

VII. **AUBURN DOWNTOWN ASSOCIATION UPDATE**

VIII. **CHAMBER BOARD UPDATE**

IX. **TOURISM BOARD UPDATE**

X. **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.

CITY OF AUBURN WASHINGTON

AGENDA BILL APPROVAL FORM

Agenda Subject:
January 9, 2020 Minutes

Date:
March 11, 2020

Department:
Administration

Attachments:
January 9, 2020 Minutes

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

Administrative Recommendation:

Background Summary:

Reviewed by Council Committees:

Councilmember:

Staff:

Meeting Date: March 12, 2020

Item Number:

CITY OF AUBURN WASHINGTON	**BIA Committee of Rate Payers Meeting** **January 9, 2020 – 1:00 PM** **Auburn City Hall Council Chambers** **MINUTES**

I. CALL TO ORDER

The meeting was called to order at 1:03 pm by Chairman DiQuattro.

Roll Call:
Committee Members present: Chairman Giovanni DiQuattro; Vice Chair Bill Cowart; Members Darren Jones, Ronnie Roberts, John Rottle
Committee Members absent: Kelly Gordon, Bob Klontz, and Ruth Neil-Stover
City staff present: Josh Arndt, Economic Development Senior Officer; Tanya Carter, Economic Development Officer; Holly Ferry, Committee Secretary
ADA Board Members present: Cheryl Rakes, President; Kristina Driessen, Treasurer

II. APPROVAL OF MINUTES

Committee Member Rottle moved and Member Jones second to approve the November 14, 2019 meeting minutes.

MOTION CARRIED UNANIMOUSLY. 5-0

III. FINANCIAL REPORT

Economic Development Senior Officer Josh Arndt reviewed the data on the Financial Report with the ending fund balance through November 2019.

IV. OLD BUSINESS

A. Businesses Doing Small Things Outside Their Business
Officer Arndt introduced Jen Reeves, owner of A Little Knitty, who presented her proposal for working with members of the community to “yarn bomb” crocheted works around light poles in the BIA. The cost to wrap each pole is estimated to at $20 to $25 for a work that is about 16 inches wide and 32 inches tall. They should be placed about three feet off the ground. The crocheted sections are sewn on, and they are not permanent but will last about a year. She has 15-20 people who say they are interested in working on the project and about 10 she can rely on. Depending upon the ability of the one crocheting, they take

between two to six hours each to complete. She prefers to provide the yarn for those crocheting rather than having to reimburse them. Initially, she projects that 10-15 could be produced each quarter, but once it gains momentum, she would like to host work parties and produce more.

Member Rottle suggested the idea of recognizing those whose work is displayed on each pole. Ms. Reeves suggested that those who put in the work would be recognized with a photo op.

Officer Arndt recommended that the idea be taken to the strategy planning meeting, along with everything else that the Committee is wishing to accomplish.

B. Safeway Parking Lot Lights
Office Arndt informed the Committee that a contractor is assessing the current condition of all the lights and will write the scope of work. Officer Arndt will then bid out the work.

Officer Arndt reported that the light mast that is closest to Auburn Way South and completely dark is not on City property but is part of the Safeway parking lot. He met with Tim May who is the General Manager of Safeway, and he was unaware that the light was not working, and he said he was going to take care of it.

V. NEW BUSINESS

A. Election of Chair and Vice Chair
After discussion, it was decided that Secretary Ferry would send out an email to all members urging them to attend the next meeting to vote on the Chair and Vice Chair.

Committee Member Rottle moved and Member Jones second to move the election of Chair and Vice Chair to the next month’s meeting so all Committee members would be notified and more members could be present.

MOTION CARRIED UNANIMOUSLY. 5-0

B. BIA/City Strategy Planning
Office Arndt informed the Committee that Mayor Backus would like to set aside a block of four hours to meet so that the strategizing can be completed in a single sitting. He stated that the date that works for Mayor and staff is Tuesday, February 11 from either 9 AM to 1 PM or from 1 PM to 5 PM. The Committee agreed to meet from 9 AM to 1 PM. He is also working on getting a moderator to keep the meeting moving.

Officer Arndt suggested that the regular meeting be moved from February 13 to February 11 and the Committee agreed.

Vice Chair Cowart moved and Member Roberts second to move the Committee's regular meeting to February 11 in the 9 AM to 1 PM timeframe, assuming that it works for the mayor.

MOTION CARRIED UNANIMOUSLY. 5-0

There was discussion regarding the focus of the strategy planning meeting and if it was to address long term or short term requests. Chairman DiQuattro summarized that Mayor Backus wants the Committee to come up with a plan for what the Committee would like to accomplish for the year, and she would have the department heads at the meeting to help the Committee accomplish those things. Officer Arndt stated that Mayor would like all the Committee members to attend. He suggested that the ADA be the first to present their plan, and then the BIA Committee would present what they would like to accomplish.

1. Develop list of projects to complete 2020
   The recommendation was made by Vice Chair Cowart to add all the ADA and BIA projects that have been discussed at previous meetings and are unfinished because of hang-ups on procedure to the list of projects to complete in 2020. This includes bike racks, banners, light poles, decorative lighting, lighting across the street, music, ice skating rink, Santa house, yarn bomb projects, plants and planters/hanging baskets. The necessity of streamlining the permitting process was also discussed.

C. Recommendations for New Member Position
   Officer Arndt suggested that Committee members could recommend others who may have an interest in being on the Committee.

VI. AUBURN DOWNTOWN ASSOCIATION UPDATE

ADA Treasurer Kristina Driessen provided and explained a list of events which they know they are doing and are requesting funding. They have not yet received the City contract, so they don't know how much funding the City will provide, which makes it difficult to plan. She reported that the group that has been doing the Art and Wine Walk will no longer be doing it anymore. That group has asked if the ADA would like to take it on. There was some discussion and an explanation of how the event has worked in the past. It was suggested by Member Roberts that if the ADA decides they don't want to do it, to try to encourage the Chamber to do it. Chairman DiQuattro suggested they look at other cities who are having success with it, and see if one of their event coordinators, for a fee, would run the event in Auburn. Treasurer Driessen said she would also ask the ADA's coordinator to see if she has any experience in this.

ADA President Rakes reported that the ADA board is thinking about restructuring the ADA, possibly with a new name. Each month, they will do a drawing where three businesses will get a prize and those three businesses will be highlighted throughout that month. Most of the cost allocated to restructuring will be spent on advertising for the businesses that will be showcased each month. The Board has also decided to have a costumed mascot – Duke the Downtown Dog. They now have the credentials to get the website up and running, and they would like to post events on their website.

There was discussion regarding paid and unpaid BIA fees and who is paying and who is not. Chairman DiQuattro raised the concern that many of the businesses within the BIA don't even know about the BIA, and others are confused about the different roles the BIA and the ADA have.

VII. CHAMBER BOARD UPDATE

There was no update.

VIII. TOURISM BOARD UPDATE

Officer Carter reported that the first Tourism Board of the year is Thursday, January 16 at 10:00 AM. There was a request from the LTAC to meet with the Tourism Board to discuss plans and strategies, which may happen in February. The Tourism Grant Program is being launched this week and will be a six week application period. Officer Carter explained how the Tourism program was completely revamped last year. The hope is that there will be a quarterly report that will articulate what has been done, the cost, the return on investment, and how they are progressing toward their strategies, which will, from now on, make everything more transparent for anyone at any time to know what they are doing. There was discussion regarding clustering several events so that it would encourage people to stay the night in Auburn.

ADJOURNMENT

Prior to adjournment, Chairman DiQuattro reminded the Committee that elections of the new Chair and Vice Chair would take place at the February meeting.

There being no further business to come before the Committee, the meeting adjourned at 2:29 pm.

APPROVED this 11th day of February, 2020.

__________________________________ __________________________________

Giovanni DiQuattro, Chair Holly Ferry, Committee Secretary

AGENDA BILL APPROVAL FORM

Agenda Subject:
February 11, 2020 Minutes

Date:
March 11, 2020

Department:
Administration

Attachments:
February 11, 2020 Minutes

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

Administrative Recommendation:

Background Summary:

Reviewed by Council Committees:

Councilmember:

Staff:

Meeting Date: March 12, 2020

Item Number:

CITY OF AUBURN WASHINGTON	**BIA Committee of Rate Payers** **2020 Strategic Planning Meeting** **February 11, 2020 | 9:00 AM** **Auburn City Hall Council Chambers** **MINUTES**

I. CALL TO ORDER

The meeting was called to order at 9:00 am by Chairman DiQuattro.

A. Roll Call, Welcome, Introductions, Purpose of Meeting
Committee Members present: Chairman Giovanni DiQuattro; Vice Chair Bill Cowart; Members Darren Jones, Bob Klontz, Ronnie Roberts, John Rottle
Committee Members absent: Kelly Gordon, and Ruth Neil-Stover

City staff present: Mayor Backus; Josh Arndt, Economic Development Senior Officer; Randy Bailey, Assistant Director of Public Works; Kendra Comeau, City Attorney; Daryl Faber, Director of Parks, Arts & Recreation; Holly Ferry, Committee Secretary; Ingrid Gaub, Director of Public Works; Doug Lein, Economic Development Manager; Jeff Tate, Director of Community Development

Downtown Auburn Cooperative (DAC) Board Members present: Cheryl Rakes, President; Kristina Driessen, Treasurer
Facilitator: Lindsey Woolsey, The Woolsey Group

Introductions were made and an explanation was given for the purpose of the meeting: to discuss inefficiencies in working together, understand City staffing constraints and propose ideas for better collaboration.

II. NEW BUSINESS

A. Presentation: City of Auburn Permitting Processes
Community Development Director Jeff Tate informed the Committee of the roles of Community Development and Public Works and gave a presentation explaining the City's permitting processes. Discussion centered around areas on a map of downtown where the DAC may want to hold events. Public Works Director Ingrid Gaub explained how a request for use of a right-of-way impacts the City. Director Tate posed the question of whether defining a geographic boundary that should work for the majority of events is a feasible ask from the City's perspective. He also recommended meeting to discuss an event far ahead of time, and then if there are ideas on how to use different spaces, it would

allow for conversations about what is necessary for use of those spaces, and would prevent surprises later on.

B. Facilitated Discussion: Implications for Needed Internal Guidelines
Facilitator Lindsey Woolsey of the Woolsey Group led group discussion through the implications for needed internal guidelines. DAC Treasurer Kristina Driessen identified the areas they would like to use and had questions about feasibility, implications and time needed for permitting process. Facilitator Woolsey suggested that, in order to streamline the processes, some of those questions would need to be part of a later discussion.

C. Presentation: Staff Capacity & Implications on Project Load, Overview of 2020 Projects within the BIA
Public Works Director Ingrid Gaub explained that Public Works deals with the implementation of projects after permits have been obtained. Questions from the BIA were also addressed. Randy Bailey, the Public Works Assistant Director who manages the Maintenance and Operations crew, presented on how the maintenance is performed, how the work is assigned, and what crews are actually allowed to do. Director Gaub and Assistant Director Bailey explained staff capacity and the implications on project load. The presentation ended with an overview of their 2020 projects within the BIA.

D. Quick Review of BIA Projects on the Table
Senior Economic Development Officer Josh Arndt reviewed the projects in which the BIA has been interested in funding.

E. Facilitated Discussion: Brainstorming & Agreement on Project Selection Criteria
Facilitator Woolsey led the Committee through a brainstorming exercise where they came to an agreement on project selection criteria.

F. Facilitated Scoring, Discussion, Final Agreement on Top 3
Facilitator Woolsey led the Committee through an activity where the Committee worked in groups and used the project selection criteria to score, discuss and come to a final agreement on their top three projects to complete within the next 12 months.

The top three projects agreed upon were:
1) overhead lighting, 2) additional banners, and 3) bike racks.

G. Facilitated Action Planning: For each Top 3 Project, identify what success looks like, what will be required to get there, associated actions and timeline.
Facilitator Woolsey worked with the Committee to create action items, which included roles, responsibilities, and timelines to provide guidance and accountability for completing the projects.

H. Thank you and Strategy Session Adjourn
Facilitator Woolsey concluded the Strategy Session. Officer Arndt called a ten minute break before the Committee convened again.

I. Downtown Auburn Cooperative Funding
DAC Treasurer Kristina Driessen informed the Committee that they had previously requested $20,900 from the BIA Committee, but now an additional $6,000 is needed to pay for an event planner because they are taking on the Wine Walk that will happen in May and October, so they are now requesting $27,000, which will fund the rest of the year, unless they add anything else.

Vice Chair Cowart moved and Member Rottle second to fund the Downtown Auburn Cooperative for $27,000.

MOTION CARRIED UNANIMOUSLY. 6-0

After the vote, the Committee was made aware by Economic Development Manager Lein that the contract with the DAC would include the City's contribution of $25,000 and the BIA's contribution of $27,000, which would put it above the Mayor's $50,000 signature authority and would then have to go before City Council. Treasurer Driessen amended her request to $24,900, suggesting they could request additional funds later, when they have more time to go through the process of taking it before City Council.

Vice Chair Cowart moved and Member Rottle second to amend the prior motion to $24,900.

MOTION CARRIED UNANIMOUSLY. 6-0

J. Board Position Elections
After a short discussion, member Rottle agreed to Chair and member Cowart agreed to remain in his position as Vice Chair for another year.

Member Roberts moved and Member Jones second to elect member Rottle as Chair.

MOTION CARRIED UNANIMOUSLY. 6-0

Member Roberts moved and Member Jones second to re-elect Vice Chair Cowart to serve as Vice Chair.

MOTION CARRIED UNANIMOUSLY. 6-0

III. ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 1:32 pm.

APPROVED this 12th day of March, 2020.

__________________________________ __________________________________

Giovanni DiQuattro, Chair Holly Ferry, Committee Secretary

AGENDA BILL APPROVAL FORM

Agenda Subject:
Financial Report through January 2020

Date:
March 11, 2020

Department:
Administration

Attachments:
Financial Report through January 2020

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

Administrative Recommendation:

Background Summary:

Reviewed by Council Committees:

Councilmember:

Staff:

Meeting Date: March 12, 2020

Item Number:

BIA FINANCIAL REPORT THROUGH JANUARY 2020

Fund 121 through January 2020	
2020 Beginning Fund Balance	133,825.39
2020 YTD Revenues	19,123.64
2020 YTD Expenditures	-
Estimated Fund Balance - January	152,949.03

A few notes:

- The 2020 beginning fund balance is not official until the conclusion of the annual financial audit. What is presented here as the 2020 beginning fund balance is the unaudited equity balance as of December 2019. We don't expect this to change, but please be aware that it is subject to change.
- Estimated fund balance through January is approximately $153,000, but expenditure authority for 2020 is only **$90,000.**

AGENDA BILL APPROVAL FORM

Agenda Subject:
BIA After Action Report

Date:
March 11, 2020

Department:
Administration

Attachments:
BIA After Action Report

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

Administrative Recommendation:

Background Summary:

Reviewed by Council Committees:

Councilmember:

Staff:

Meeting Date: March 12, 2020

Item Number:

2020 BIA Strategic Planning After Action Report

Name of the Project:	2020 Business Improvement Area Strategic Plan
Start Date of the Project:	February 11, 2020
Duration of the Project:	1 Year
Participants	**City of Auburn**: Mayor Backus; Economic Development – Josh Arndt, Doug Lein & Holly Ferry; Community Development – Jeff Tate; Public Works – Ingrid Gaub & Randy Bailey; Parks, Arts & Recreation – Daryl Faber & Julie Krueger; Legal – Kendra Comeau **Business Improvement Area (BIA)**: Committee or Rate Payers – Giovanni DiQuattro, Bill Cowart, Bob Klontz, Darren Jones, Ronnie Roberts & John Rottle **Downtown Auburn Cooperative (DAC)**: Board representatives – Cheryl Rakes & Kristina Driessen
Overview of the 2020 Strategic Planning Meeting:	City staff and representatives from the BIA and the DAC met to discuss inefficiencies in working together, understand City staffing constraints and propose ideas for better collaboration. BIA representatives, along with attending City staff and DAC representatives, established project selection criteria with which to rate proposed projects, with the goal of identifying priority projects. The criteria was then used to determine three projects to complete within the next 12 months: 1) Overhead Lighting; 2) Additional Banners; and 3) Bike Racks. Action items, including roles, responsibilities and timelines, were created to provide guidance and accountability for completing the projects.
Goals of the 2020 Strategic Planning Meeting:	• Establish cohesiveness between the City, BIA and DAC • Understand and establish procedural guidelines for the City's permitting processes • Gain a clear understanding of each party's desires and limitations • Develop project selection criteria for which to determine project priority • Prioritize 2020 projects based on shared criteria and staff capacity
Key Actions Established	• Establish a downtown identity • Create a master permitting process for events • Create means and mechanisms that will allow the parties to work together toward the beautification, security, promotion and revitalization of the downtown
Key Actions to Come	
March BIA Meeting	• Define event boundaries to be used for the master permit application *(DAC)* • Rough draft of Master Use Permit/Application *(City Planning)* • Completion and dissemination of After Action Report to include highlighting of individual roles and responsibilities for each of the three prioritized 12-month projects *(EcDev)*

	• Provide areas for additional banners to Public Works *(EcDev)* • Identify areas of interest for increased decorative, overhead and/or security lighting *(Planning, EcDev, Ronnie Roberts, John Rottle & Giovanni DiQuattro)*
April BIA Meeting	• Inventory of bike rack condition (Include trash cans and benches) *(Ronnie Roberts)* • Suggest additional areas for new bike rack placement and/or replacement & existing bike rack repair *(Ronnie Roberts)* • Bike Rack cost analysis, funding source, City staff installation feasibility, capacity & design research *(EcDev & Ronnie Roberts)* • Determine type of lighting and area(s) of lighting focus w/in BIA and prioritize year 1, 2 & 3 *(BIA Rate Payer Committee)* • Prioritize Year 1, 2 & 3 year plan for banners, bike racks & other possible projects of interest *(BIA Rate Payer Committee)*
May BIA Meeting	• Complete Master Use Permit/Application *(City Planning)* • Provide BIA with feasibility and timeline to complete additional banner installation *(Public Works)* • Inventory required parts and/or replacement parts on poles for new banner installation *(BIA rep?? & EcDev)* • Determine City staff installation feasibility and capacity regarding overhead decorative lighting *(City Planning & Public Works, Parks)*
June BIA Meeting	• Order necessary banner materials and/or replacement materials/parts if being installed by City *(EcDev)* • Bid for banner installation complete if City does not have capacity to install *(EcDev & Public Works)* • City Respond to BIA's suggestion for additional areas for new bike rack placement and/or replacement & existing bike rack repair with feasibility & timelines *(Public Works)* • Lighting year 1 materials cost analysis complete. Bid analysis on installation if BIA to contract install *(EcDev)*
July BIA Meeting	• Contract complete for banner installation if banner installation is being contracted by BIA. Contractor to purchase any needed materials/parts & obtain any required permits *(EcDev)* • Lighting materials ordered and/or contract for install executed. Contractor responsible for material purchase *(EcDev)* • Install cost analysis if BIA is contracting install/repair of bike racks *(EcDev)*
August BIA Meeting	• Banner installation in progress if contracted by BIA *(EcDev)* • Contract executed for bike rack install if contracted by BIA. Contractor to manage purchase of bike racks and obtaining of necessary permits *(EcDev)* • Purchase bike rack materials and obtain necessary permits if City install *(EcDev)*
September	• Banner installation complete if BIA contracting installation
October	• Year 1 lighting project complete • Bike rack repair/replacement complete if install is contracted

November	• DAC to propose 2021 budget request to BIA *(DAC)*
End January 2021	• Banner installation complete if installed by City *(Public Works)* • Install and/or repair of bike racks underway if being installed by City *(Public Works)*

CITY OF AUBURN WASHINGTON

AGENDA BILL APPROVAL FORM

Agenda Subject: Decorative, Overhead and/or Security Lighting		**Date:** March 11, 2020
Department: Administration	**Attachments:** Downtown Lighting Opportunity Map 3-12-20 Walking Tour - Downtown Lighting Opportunities	**Budget Impact:** Current Budget: $0 Proposed Revision: $0 Revised Budget: $0

Administrative Recommendation:

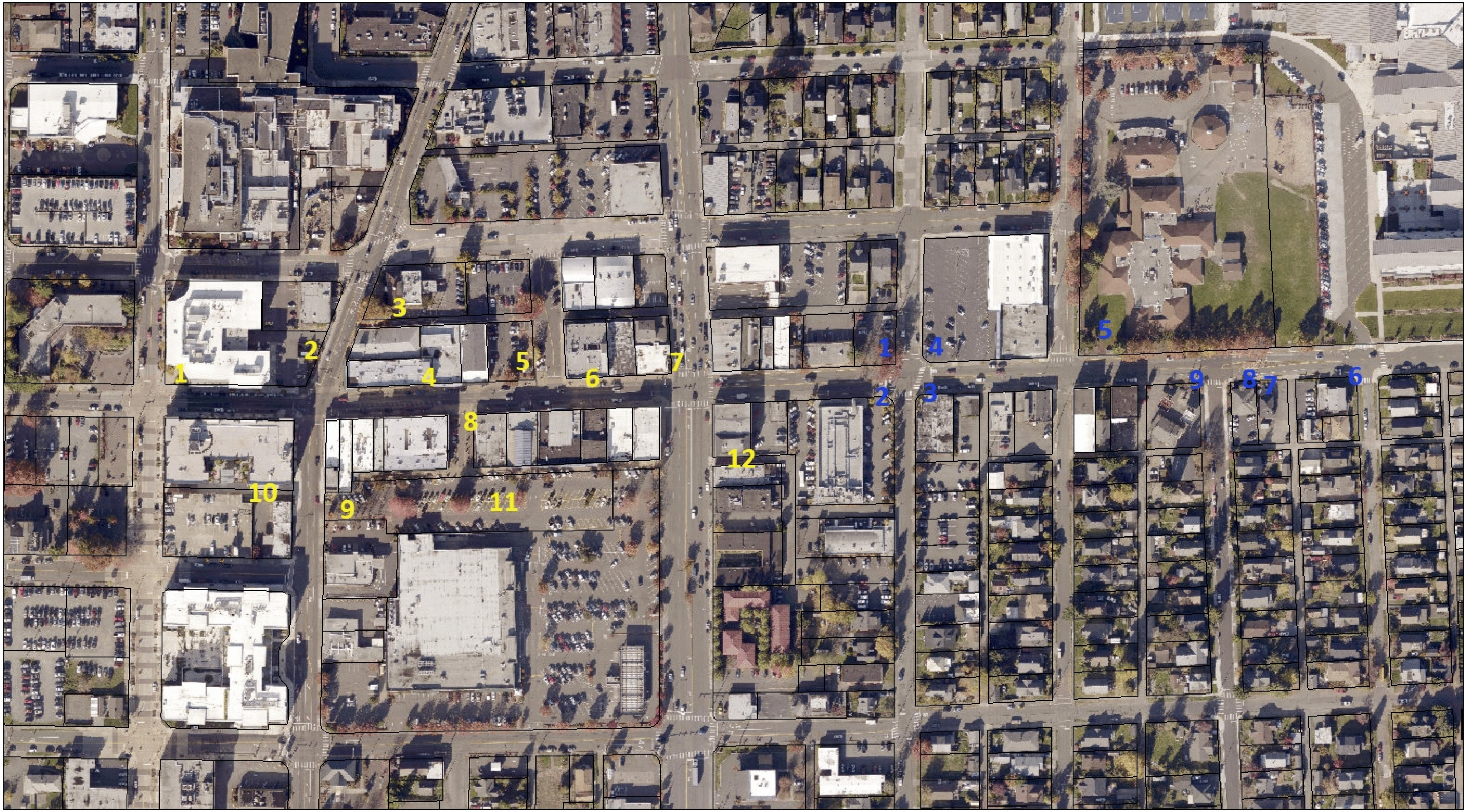
Background Summary:

Reviewed by Council Committees:

Councilmember:	**Staff:**
Meeting Date: March 12, 2020	Item Number:

Downtown Lighting Opportunities

Printed Date: 3/11/2020
Map Created by City of Auburn eGIS
Imagery Date: May 2015



333.3 0 166.67 333.3 Feet

NAD_1983_StatePlane_Washington_North_FIPS_4601_Feet

1 in = 166.67 ft 1: 2,000

Information shown is for general reference purposes only and does not necessarily represent exact geographic or cartographic data as mapped. The City of Auburn makes no warranty as to its accuracy.

1. Gosanko “plaza”
2. Key Bank Landscaping
3. Alley Lighting
4. Awnings
5. B Street Parking
6. Building Cap Lighting
7. American Lighting
8. B Street Plaza Trees
9. Trees at A Street Parking Entrance
10. Trek Alley
11. Safeway Lot
12. Vinifera Alley

1. Mural Lot
2. PD Entrance
3. <u>Zola’s</u>
4. <u>Brekke Corner</u>
5. <u>Washington Elementary</u>
6. <u>Watch Repair</u>
7. <u>Gor Gai</u>
8. <u>Koznoski</u>
9. <u>76 Station</u>