



**BIA Committee of Rate Payers Meeting  
March 12, 2018 – 1:00 PM  
Auburn City Hall Council Chambers  
MINUTES**

**I. CALL TO ORDER**

The meeting was called to order at 1:04 pm by Chairman DiQuattro.

Roll Call:

Committee Members present: Chair Giovanni DiQuattro, Vice Chair William Cowart, Kelly Gordon, Bob Klontz, Ronnie Roberts, Laura Theimer

Excused Absence: Darren Jones, Megan White

Unexcused absence: Ruth Neil-Stover

Staff present: Josh Arndt, Economic Development; Lorraine Chachere, Tourism Coordinator; and Holly Ferry, Committee Secretary

**II. APPROVAL OF MINUTES**

Committee Member Klontz moved and Member Cowart second to approve the February 12, 2018 minutes.

MOTION CARRIED UNANIMOUSLY. 5-0

**III. FINANCIAL REPORT**

Chairman DiQuattro went over the financial report with the Committee.

**IV. OLD BUSINESS**

**A. Ordinance #6658 Update**

**1. 90-Day Update at February 26 City Council Study Session**

Chairman DiQuattro informed the Committee that the City Council seemed to be very receptive to a lot of the Committee's ideas that were presented at the February 26 Council Study Session. The Council was informed that there are many things that the Committee needs and are more than willing to contribute to, but there is no way that the Committee could fund all the things that are needed. All Councilmembers were in favor of having an infrastructure to allow gatherings downtown that would include water, electricity and bathroom facilities. The Council was also in favor of additional

security lighting, but as far as non-working streetlights, they said to either call the City or use the YourGOV app to report things that need to be fixed. At this point in the discussion, a Committee member suggested that information about YourGOV be added to the BIA newsletter.

**B. Main Street Design**

**1. 2018 Façade Grant Program**

It was recommended that information about the Façade Grant Program be a topic in the newsletter because many businesses do not know it is available.

**C. Disbursement of BIA Funds**

Discussion on this topic will take place at the next meeting to allow more time for discussion with Smarthouse Creative.

Committee Member Roberts moved and Member Cowart second to table discussion about the disbursement of BIA funds until the April meeting.

**MOTION CARRIED UNANIMOUSLY. 6-0**

**D. Marketing and Branding**

This topic was addressed in the final agenda item – Smarthouse Creative Branding Interview.

**E. Heritage Fire Update**

There was no update on the Heritage Fire.

**F. BIA Newsletter**

Chairman DiQuattro reminded the Committee that any information the Committee needs to get out to the BIA should to be added to the newsletter and members need to know how to access and use that resource. Board Secretary Ferry is the contact person for adding content.

**V. NEW BUSINESS**

**A. BIA Rules of Procedure**

There was discussion regarding Section II, Paragraph 3 of the Rules of Procedure and whether or not wording should be added to clarify that owners of buildings are eligible to serve on the BIA Committee of Rate Payers. It was agreed to table voting on the Rules of Procedure until the April meeting.

**VI. BIA PARKING SUB-COMMITTEE UPDATE**

There was no update from the BIA Parking sub-committee.

## **VII. AUBURN DOWNTOWN ASSOCIATION UPDATE**

Committee Member Theimer reported that the first board meeting of the year will be held on March 13 at 11:00 AM at the Auburn Business Incubator. They have a few new board members in place, and they will be electing a new president and vice president.

Member Theimer announced that she would be turning in her letter of resignation from membership on the BIA Committee of Rate Payers at the end of today's meeting since her business is now outside the BIA. She reported that she would stay in touch with the Downtown Association for a couple months for the transition.

## **VIII. TOURISM BOARD UPDATE**

Coordinator Chachere shared some handouts regarding long- and short-term goals for 2018. She also told them about the FAM events that she coordinates for hotel front-desk staff where she takes them to different restaurants, businesses and attractions so that they can see the places first-hand and be able to communicate with knowledge and enthusiasm when their guests ask for recommendations. The FAM event in February was dedicated to the businesses on East Main Street where they visited Geaux Brewery, Zola's Café, Mando's Disc Golf Pro Shop, and GorGai Thai. She also shared a page from Seattle Magazine that dedicated an issue of their magazine to the best of the Seattle suburbs, and Auburn was given a shout-out.

## **IX. SMARTHOUSE CREATIVE BRANDING INTERVIEW**

Brad Wilke and Ryan Davis from Smarthouse Creative interviewed the Committee, using exploratory questions that were provided to the Committee members prior to the meeting.

## **X. ADJOURNMENT**

There being no further business to come before the Committee, the meeting adjourned at 2:54 pm.

APPROVED this 9<sup>th</sup> day of April, 2018.

  
Giovanni DiQuattro, Chair

  
Holly Ferry, Committee Secretary