

**BIA Committee Rate Payers Meetings
February 17, 2022 – 1:00 pm
Virtual Zoom Meeting
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 1:01 pm by Chairman Rottle.

Roll Call:

Committee Members present: Chairman John Rottle; Ronnie Roberts, Giovanni DiQuattro, Bill Cowart, and Darren Jones

Absent: Bob Klontz

City staff present: Jenn Francis, Economic Development Manager

Downtown Auburn Cooperative Board Members present: Cheryl Rakes, Executive Officer; Kristina Driessen, President

II. Approval of Minutes

It was motioned by Board Member Giovanni DiQuattro to approve the minutes from the January BIA meeting, seconded by Board Member Darren Jones. There was a discussion to include language regarding the banners in the minutes. With the amendment regarding banners the motions passed unanimously.

III. Financial Report

Economic Development Manager presented the Financial Report. There were no questions.

IV. City Update

- A. Downtown Electrical Improvement Project: Economic Development Manager Jenn Francis gave an update of the project. Fleming's Holiday and Event Lighting will be installing lights in the Mural Parking Lot and the B St Plaza during the month of March.

- B. ARPA Survey Update: Economic Development Manager Jenn Francis gave an update on the status the ARPA Survey. The e-blast will be sent out in March and we will have results soon after.
- C. DAC Contract – Scope of Work Discussion – There was a short discussion held regarding the proposed contract. A motion to approve the BIA Scope of work in the contract was motions by Board Member Quattro and seconded by Board Member Jones. The motion passed unanimously.

V. DAC UPDATE

Executive Officer Cheryl Rakes gave an update regarding crime and homelessness in the downtown area. She informed the Board that the DAC will be relocating to 262 E Main Street (previously occupied by Sam’s Shoe Repair). The DAC has been looking into joining the Main Street USA program and will need to increase Cheryl’s hours to full time to qualify for the upper level of membership. This would increase Cheryl’s hours to 32 hours per week.

Executive Officer Cheryl Rakes also presented the Security Survey results. There was a discussion regarding what the BIA and DAC recommendations should be to the City regarding the needs and hours of security downtown. It was decided that they would have security from 11:00 PM to 11:00 AM. Jenn Francis agreed to bring that request to the City and inform the BIA at the next meeting of the results from that request.

VI. NEW BUSINESS

- A. Outlet Collection Marketing Campaign Update: Jenn Francis informed the Board that City Staff continue to schedule times for pictures as we move closer to completing this project.
- B. BIA Board Vacancy Update: Jenn Francis informed the Board that there are currently 2 positions open on the BIA Board and that we anticipate applications to be filed and reviewed by the Mayor’s office. More update to follow next month.
- C. Downtown Banner Update: Jenn Francis informed the Board that the City will be working on replacing the existing banners. There was a discussion regarding the need for bracket replacement, the cost of banners, the cost to install banners more than 3 times per year and the need to collaborate with the Public Works Department, DAC, BIA, the Auburn Area Connect and

Economic Development Division to move the proposal forward. Jenn Francis agreed to schedule a date in March for a walkabout to look at existing banner locations and for those brackets that need to be repaired. The Board encouraged the banners to be replaced as quickly as possible.

VII. CHAMBER BOARD UPDATE – Executive Director Kacie Bray gave an update on all items related to the Chamber. This included: the contract to oversee Tourism for the next 3 years, networking events, weekly e-blasts, Police Advisory Committee interactions, etc.

ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 2:14 pm.

APPROVED this 10th day of March, 2022.

John Rottle, Chair

Jeff Tate, Director