

**BIA Committee of Rate Payers Meeting
February 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; Vice Chair William Cowart; Members Kelly Gordon, Bob Klontz

Committee Members absent: Darren Jones, Ronnie Roberts, Ruth Neil-Stover, Megan White

City staff present: Doug Lein, Economic Development Manager; Lorraine Chachere, Tourism Coordinator; Holly Ferry, Committee Secretary

II. APPROVAL OF MINUTES

Committee Member Klontz moved and Vice Chair Cowart second to approve the December 4, 2018 Special Meeting minutes.

MOTION CARRIED UNANIMOUSLY. 4-0

Committee Member Klontz moved and Vice Chair Cowart second to approve the January 10, 2019 minutes.

MOTION CARRIED UNANIMOUSLY. 4-0

III. FINANCIAL REPORT

Chairman DiQuattro presented the numbers on the budget report.

IV. OLD BUSINESS

A. Disbursement of BIA Funds

Chairman DiQuattro stated that the ADA has not requested any additional funds. Manager Lein reported that a draft of a \$25,000 contract was sent to The Auburn Downtown Association, and the final draft is currently in Legal. The ADA is almost finished with their budget request, which will be presented to the Committee. They have recruited a couple more board members. They also found an event coordinator. Parks is storing the ADA's tent.

B. Marketing and Branding

Much of the marketing will now be done in-house through our Multimedia Department. Economic Development has completed a media buy calendar and are waiting for approval. Tourism will be making a proposal for how the BIA Committee could be involved with a campaign for the shoulder season, as well as the activities the ADA has planned. Economic Development is still funding digital marketing for Buy Local Auburn.

C. BIA Newsletter

A copy of the February newsletter was provided. Some members stated that they had not received their email of the newsletter.

D. Update on Priority Projects Presented to City Council

1. Additional Security Lighting

Manager Lein reported that the project materials were supposed to have been delivered on February 9, with installation beginning soon after.

2. Christmas decorations

Manager Lein reported that Public Works has agreed to leave the lights that wrap the poles along Main Street up year-round. Twelve additional sets were purchased for maintenance of the existing lights, which are household grade, not commercial. At some point, new commercial grade lights will need to be purchased. Public Works will maintain the lights once a month. Member Jones will be asked to provide the cost for new lights at the next meeting. There was additional conversation about the possibility of that type of lighting continuing down the side streets. The idea regarding lights going across the street was discussed. There would need to be a bid for what it would cost. If it would cost the Committee too much, then it could be taken to the City Council for their help. Music playing along Main Street was once again discussed. Manager Lein reported that the City Attorney has been asked to provide the guidelines on what is allowed per state law.

3. Banners

The stars on the poles will soon be replaced with the new banners.

E. Update on 2018 Façade Grant Program

Around \$65,000 of the 2018 funds have been committed. The funding bill allowed the remainder to be rolled over to 2019, so there will be around \$135,000 available this year. There will be an oversight person assigned to ensure that more will be processed in 2019.

F. Heritage Building Update

Now that the cleanup is complete, they will be putting gravel down and installing a more permanent fence along the sidewalk. The owner filed a plan for a 5-story building with ground floor retail, residential units and parking.

G. BIA Representation on Chamber Board

Janice Nelson from Trillium Employment Services is interested in serving as a BIA representative on the Chamber Board. It was suggested that if she were to represent the BIA, she should also attend BIA Committee meetings and possibly become a member in an alternate position. Giovanni will email her to see if she will come to the next BIA meeting.

V. NEW BUSINESS

A. Parking

Chairman DiQuattro informed the Committee that the ADA sent out a survey, and the results reflect what was found out several years ago – that we don't have enough parking. He raised the question of how to get the City to make it a priority. Community Development Director Jeff Tate will attend the March meeting at which time parking will be discussed.

B. Vacant Rate Payer Committee Member Discussion

Manager Lein has talked with John Rottle about submitting his application for membership.

C. Traffic Cabinet Wraps

Manager Lein reported that there is an opening for a representative of the BIA to participate on the traffic cabinet wraps Arts Selection Committee. Secretary Ferry will find out when and how often they meet.

D. Advisory Board Training

All members who were present have completed the Advisory Board Training.

E. 2019 Priority Projects

Chairman DiQuattro stated that lighting upgrades and ADA projects should be a priority in 2019. It was proposed that the Committee begin discussing holiday projects in July.

IV. AUBURN DOWNTOWN ASSOCIATION UPDATE

There was not a representative from the ADA Board available to give an update. Committee discussion regarding the ADA occurred during the Disbursement of BIA Funds discussion.

V. TOURISM BOARD UPDATE

Tourism Coordinator Chachere reported on the success of the Auburn Adventure Film Festival. Around 40 people came for opening night. There were approximately 126 attendees to the films and 82 attendees to the festival events. There were also people who came to see the photography event at the museum, who didn't attend

the film festival. The ADA ran the concession stands at the Auburn Avenue Theater, and the Chamber of Commerce brought their staff to volunteer. There was local press coverage. A lot of great feedback from attendees was received both verbally and through surveys. A 2020 film festival will be proposed to the Tourism Board next week. It will be helpful to have early-on support so that there will be more time to get corporate sponsors as well as the programming.

Coordinator Chachere asked for the Committee's input about way-finding signage to direct vehicular traffic. It has been discussed by the Tourism Board over the last couple of years and keeps coming up, and she wondered if the BIA would find it of value. Manager Lein stated that Public Works is working to come up with an ordinance or regulation on signage in the City. Prior to the next meeting, Coordinator Chachere will do some research and provide stats to help the Committee decide whether it would be beneficial.

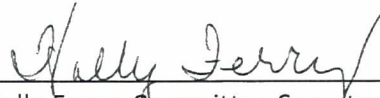
VI. ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 2:12 pm.

APPROVED this 14th day of March, 2019.



Giovanni DiQuattro, Chair



Holly Ferry, Committee Secretary