CITY OF AUBURN WASHINGTON	**BIA Committee of Rate Payers Meeting** **January 8, 2018 – 1:00 PM** **Auburn City Hall Council Chambers** **MINUTES**

I. CALL TO ORDER

Roll Call
The meeting was called to order at 1:05 pm by Chairman DiQuattro.

Board Members present: Chair Giovanni DiQuattro, Committee Members William Cowart, Josef Forsberg, Kelly Gordon, Darren Jones, Bob Klontz, Ronnie Roberts, Laura Theimer, Megan White
Unexcused absence: Kirk Lantier and Ruth Neil-Stover

Staff present: Doug Lein, Economic Development Manager; Tourism Coordinator Lorraine Chachere; and Holly Ferry, Board Secretary.

II. APPROVAL OF MINUTES

Board Member Klontz moved and Member Cowart second to approve the December 11, 2017 minutes.

MOTION CARRIED UNANIMOUSLY. 8-0 (Committee Member Jones not yet present)

III. FINANCIAL REPORT

Economic Development Manager Doug Lein reported on the budget with numbers that were available through November 2017. In January, the numbers will increase with the business license fees that will start coming in and with the additional income from the businesses that were impacted by the ordinance change that are no longer exempt. There will be a better accounting for financials in February.

IV. OLD BUSINESS

A. Ordinance #6658 Update

1. 90-Day Update at February 26 City Council Study Session
   Manager Lein reminded the Committee that the City Council requested the Committee come back to them and present ideas about where they would like to see the downtown area go and where extra help from the City Council may be needed.

2. Suggestions to present to City Council

   Suggestions the Committee would like to take to City Council included: additional security lighting, nightly garbage pickup, hanging plants and planters around the BIA, lights in trees, lighting across the street, banners, better maintenance on existing street lights, and establishing an infrastructure in the downtown area that provides accessible power, restrooms, etc., to allow for events and activities in the downtown area. Prior to the next meeting, Manager Lein and staff will do some additional research and create a list that will be sent to the Committee for their review. At the next meeting, the Committee will discuss which Members will attend the Study Session on February 26.

3. Cost of BIA Fee for Start-Up

   The City Council will be informed at the February 26 Study Session that start-ups will be prorated.

B. Tourism Board Meet & Greet Update – Lorraine Chachere, Tourism Coordinator

Coordinator Chachere informed the Committee that she will send information about the Tourism Board Meet & Greet by the end of the week. An update was given on the 4th Quarter Marketing Campaign, giving statistics on the Facebook and YouTube video views and the cost to the BIA. Manager Lein reported that, in an effort to correct the exaggeration and misinformation a news channel gave regarding the extent of damage done by the Heritage Fire, Mayor and he walked around downtown and filmed 12 interviews with business owners to inform the public that the downtown area is open for business. There will be two new ads produced, and they will be run for the next 90 days. He also reported on the video that is playing at the Regal Auburn Stadium 17 Theater.

C. Discontinue BIA Operations

Manager Lein reminded the Committee that they have the option to set up a sub-committee if they decide it is necessary.

D. Main Street Design

Chair DiQuattro suggested that we get the current or new owner of the Heritage Building to work with the BIA on the new design.

V. NEW BUSINESS

A. Heritage Fire Update

Manager Lein reported that 39 people were dislocated, and all but three have been relocated, and Red Cross is covering their hotel cost. There was an abundance of clothing and furniture donated, and the excess may be donated to

the victims of the fire in Milton that happened the same night. There were also three separate fundraisers that raised a significant amount of money. The food bank will manage the funds, and it will be divided equally among the nine downtown businesses that were affected by the fire. A report of the engineering report has not yet been received from Liberty Mutual Insurance, but when it is received, the City's building department as well as an outside engineering firm will review it. A letter has been received by the Governor, and the fire should be given a designation as a disaster. As a result, businesses and residents will be eligible for special emergency funding from FEMA. SBA will be at the Business Incubator for two weeks to work with those affected.

B. Parks Department Update

Parks, Arts, & Recreation Director Daryl Faber and Arts & Events Manager Julie Krueger informed the Committee about the effects of the upcoming construction of two multi-family projects in downtown. The Farmers' Market will be temporarily moved to a different site. Some of the existing parking will go away. They are trying to figure out how to take some of their existing resources and work with them to add some events and activities that will occur when most of the downtown businesses are open. They offered their help with the process or takeover of the lead on things like barricades and right-of-way permits.

C. Review 2016 Survey for New Ideas

Manager Lein reported that he has a list of questions about parking that he is formulating and on which he would like to get updated answers. IT will build the online survey that will go out to the entire BIA, and the Committee will have the opportunity to review it before it goes out to the public.

D. Disbursement of BIA Funds

Chairman DiQuattro suggested that, with the Parks Department and the ADA working together, there would be the opportunity to bring things back to downtown or to bring new events to downtown.

Manager Lein reported that the BIA/ADA got approval to do a beer garden at Petpalooza. He suggested the idea of having a downtown pavilion that would include the beer garden and feature downtown restaurants. It could be used as a branding and money-maker and a way to promote downtown.

Coordinator Chachere talked about the idea of having food available from local restaurants at Soundbites on the plaza.

1. Police Department List of Recommendations

Manager Lein reported that the officers have been looking at the downtown area and marking where they think additional lighting is necessary. He will work to get the report from them before the next meeting.

2. Marketing Agency – Smarthouse Creative

Manager Lein reported that he hired Smarthouse Creative under a contract with Economic Development for basic marketing activity. They were hired to brand the City as a destination. They will create a media buy plan where Tourism, ADA, BIA, Symphony, Parks, or whoever is spending media buy dollars will have the capability to work directly with them to have creativity and production work done and media buy services if necessary and would not have to pay the agency fee. This would also ensure a continuity in look to each activity. They are currently doing creativity and production work for the next 60 days to present a marketing campaign the Boards and City Council.

E. BIA Newsletter

Communication Coordinator Brady was out sick, so there was no update.

The question was raised about when the Committee Members would receive their City email addresses. Manager Lein said he would look into it and report back.

F. BIA Rules of Procedure

Board Member Cowart motioned and Member Roberts second to bring the Rules of Procedures forward for a vote at the next meeting.

MOTION CARRIED UNANIMOUSLY. 9-0

G. Discuss Having No Meeting in December 2018

Member Roberts motioned that there be no BIA meeting in December 2018 and Member Klontz second.

MOTION CARRIED UNANIMOUSLY. 9-0

VI. BIA PARKING SUB-COMMITTEE UPDATE

Member Roberts reported that the Committee met and discussed their concern about losing the two parking lots and what to do with commuter traffic. They discussed the possibility of shuttle service from the Outlet Collection or Emerald Downs. Manager Lein informed the Committee that he had previously worked with Emerald Downs regarding a shuttle bus, and they were willing, and the cost was reasonable. Member Roberts also brought up the idea of talking to Burlington Northern about the area next to the overpass. Manager Lein reported that Mayor talked to the Directors about coming up with a quick solution. The Committee will receive a memo of what they come up with. Currently, permit parking for all the residential neighborhoods is being looked at. They also wondered if the City was looking at building a parking garage within the next 5-10 years. Manager Lein

reported that this year the Police Department will be outfitting the two parking enforcement vehicles with license plate-reading software that will scan plates and mark them by GPS. It was recommended that information about that be included in the newsletter. Parking validation and paid parking were also discussed. The sub-committee recognizes that there is always a consequence to whatever decision they could come up with, and it is up to the Committee to decide which consequence they can live with.

VII. AUBURN DOWNTOWN ASSOCIATION UPDATE

A meeting of the Downtown Association will occur within the next two weeks.

VIII. ADJOURNMENT

There being no further business to come before the Board, the meeting adjourned at 2:52 pm.

APPROVED this 8th day of January, 2018.

Giovanni DiQuattro, Chair

Holly Ferry, Board Secretary