



**Business Improvement Area  
Regular Meeting  
May 8, 2025 - 1:00 PM  
1 East Main Street  
Annex Conference Rm 2  
2nd Floor**

## **AGENDA**

---

### **CALL TO ORDER**

### **PUBLIC PARTICIPATION**

- A. The Business Improvement Area Committee Meeting scheduled for Thursday May 8, 2025 at 1:00 p.m. will be held in person and virtually.  
Join Zoom Meeting  
<https://us06web.zoom.us/j/89348041421?pwd=zZPBNX2eJB0csv0Obq2nZ03V7KBFa1.1>  
Meeting ID: 893 4804 1421  
Passcode: 660652  
---  
One tap mobile  
+12532158782,,89348041421# US (Tacoma)  
+12532050468,,89348041421# US

### **ROLL CALL**

### **AGENDA MODIFICATIONS**

### **AUDIENCE PARTICIPATION**

This is the place on the agenda where the public is invited to speak to the Board on any issue.

- A. The public can participate in-person or submit written comments in advance. Participants can submit written comments via mail, fax, or email. All written comments must be received prior to 5:00 p.m. on the day before the scheduled meeting and must be 350 words or less.

Please mail written comments to:  
City of Auburn  
Attn: Jenn Francis, Economic Development Manager  
25 W Main St  
Auburn, WA 98001

Please fax written comments to:  
Attn: Jenn Francis, Economic Development Manager  
Fax number: 253-804-3114

Email written comments to: [jfrancis@auburnwa.gov](mailto:jfrancis@auburnwa.gov)

If an individual requires accommodation to allow for remote oral comment because of a difficulty attending a meeting of the governing body, the City requests notice of the need for accommodation by 5:00 p.m. on the day before the scheduled meeting. Participants can request accommodation to be able to provide a remote oral comment by contacting the Community Development Department in person, by phone (253) 215-8744, or by email ([jfrancis@auburnwa.gov](mailto:jfrancis@auburnwa.gov)).

## **FINANCIAL UPDATE**

- A. BIA Financial Update - Jenn Francis

## **ACTION ITEMS**

- A. \$16,500 Funding Request for Downtown Friday Night Events - Mayor Backus, Jenn Francis and Emerson Folker
- B. \$8,000 Funding Request for Downtown Auburn Cooperative - Street Closure/Small Business Impact Assistance - Cheryl Rakes
- C. \$5,000 Funding Request for Downtown Helpers - Josh Arndt, Real Estate Manager, Legal Department

## **DISCUSSION ITEMS**

- A. Eat Local Mondays and Food Trucks on Tuesdays - Emerson Folker & John Rottle

## **UNFINISHED BUSINESS**

## **NEW BUSINESS**

## **ANNOUNCEMENTS, REPORTS, AND PRESENTATIONS**

- A. Downtown Auburn Cooperative Monthly Update

## **ADJOURNMENT**

Agendas and minutes are available to the public at the City Clerk's Office and on the City website (<http://www.auburnwa.gov>).



**AGENDA BILL APPROVAL FORM**

---

**Agenda Subject:**

BIA Financial Update - Jenn Francis

**Meeting Date:**

May 8, 2025

**Department:**

Community Development

**Attachments:**

BIA Financial Report for April 2025, January 2025 Invoice to city for BIA, February 2025 Invoice to city for BIA, March 2025 invoice to city for BIA

**Budget Impact:**

**Administrative Recommendation:**

**Background for Motion:**

**Background Summary:**

**Councilmember:**

**Staff:**

<b><i>Business Improvement Area: \$90,000</i></b>		
<b>Item</b>	<b>Date</b>	<b>Amount</b>
January Invoice from DAC	1/31/2025	\$5,428.81
February Invoice from DAC	2/28/2025	\$17,677.78
March Invoice from DAC	4/13/2025	\$5,226.46
<b>Total Invoices from DAC</b>		<b>\$28,333.05</b>

Contract with DAC is \$67,000

Undetermined Funding as of 4/15/2025 is \$23,000

# Downtown Auburn Cooperative

Experts in earning trusts

262 E Main ST  
Auburn, WA 98002  
Phone: (253) 368-6838

# INVOICE

INVOICE: 00012  
DATE: 1/1 TO 1/31 2025

**TO:**

City of Auburn  
c/o Jenn Francis/Emerson Folkner  
25 W Main  
Auburn, WA 98002

**FOR:**

Contract for BIA

Month of January	Amount	Total
Advertising & Marketing	231.42	
Dues & Subscriptions	145.73	
Legal and Professional Services	121.64	
Office Expenses	263.67	
Payroll	3,537.50	
Snack/Meeting	17.01	
Phone/Utilities	111.11	
Patriot Software	1000.73	
	Total Expenses	
	5,428.81	
	Due of invoice	\$5428.81

# Downtown Auburn Cooperative

Experts in earning trusts

262 E Main ST  
Auburn, WA 98002  
Phone: (253) 368-6838

# INVOICE

INVOICE: 00012  
DATE: 2/2 TO 2/ 2025

**TO:**

City of Auburn  
c/o Jenn Francis/Emerson Folkner  
25 W Main  
Auburn, WA 98002

**FOR:**

Contract for BIA

Month of February	Amount	Total
Advertising & Marketing	315.21	
Dues & Subscriptions	17.68	
Legal and Professional Services	121.64	
Office Expenses	280.58	
Patriot Tax Quarterly	992.73	
Payroll	3537.50	
Snack/Meeting	27.09	
Phone and Utilities	808.03	
Event Expenses	357.32	
LCB	120.00	
Rent (for 1 year)	11,100.00	
		Total Expenses \$17,677.78
	Due of invoice	\$17,677.78

**Downtown Auburn  
Cooperative**

262 E Main ST  
Auburn, WA 98002  
Phone: (253) 368-6838

**INVOICE**

Invoice: 00013

Date: 3/31/25

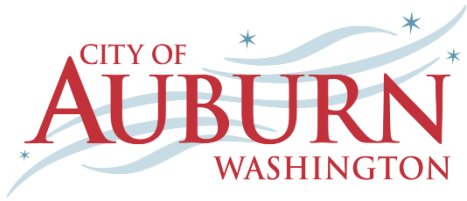
**To:**

City of Auburn  
c/o Jenn Francis/Emerson Folkner  
25 W Main  
Auburn, WA 98002

**For:**

Contract for BIA

Month of March	Amount	Total
Sponsorship Advertising	174.65	174.65
Event Expense	58.48	233.13
Legal & Professional	159.14	392.27
Office Expense	100.83	493.14
Cell Phone	209.71	702.81
Puget Sound Energy	246.25	949.06
Internet/office phone	110.73	1059.79
Payroll/month	4166.67	5226.46
	Total Expenses	\$5226.46



**AGENDA BILL APPROVAL FORM**

---

**Agenda Subject:**

\$16,500 Funding Request for Downtown Friday Night Events - Mayor Backus, Jenn Francis and Emerson Folker

**Meeting Date:**

May 8, 2025

**Department:**

Community Development

**Attachments:**

Friday Night Event Series  
Funding Request

**Budget Impact:**

\$16,500

**Administrative Recommendation:**

**Background for Motion:**

**Background Summary:**

**Councilmember:**

**Staff:**

## **Friday Night Event Series**

Dates of the events are June 27<sup>th</sup>, July 25<sup>th</sup> and August 22<sup>nd</sup>.

The City will work with downtown businesses to participate in the events. We have received positive feedback from several downtown businesses who are interested in being onsite for all three of the dates.

At least one of the events will include a car show.

Cost per event:

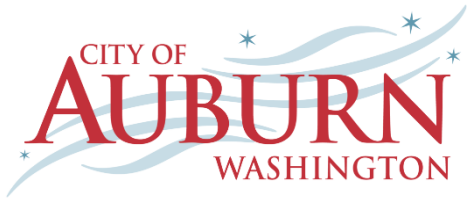
- Band with sound system - \$2,000
- Rentals for event - \$750 (tents, tables, chairs, etc.)
- Marketing for social media, radio, etc. - \$ 1,500
- Portable restrooms and sinks - \$750

Total Cost per event - \$5,000

3 Events @ \$5,000 per event is \$15,000

One time cost - banner for advertising event - \$1,500 to be hung at City Hall Plaza

**Total Funding Request is \$16,500**



**AGENDA BILL APPROVAL FORM**

---

**Agenda Subject:**

\$8,000 Funding Request for Downtown Auburn Cooperative - Street Closure/Small Business Impact Assistance - Cheryl Rakes

**Meeting Date:**

May 8, 2025

**Department:**

Community Development

**Attachments:**

DAC Funding Request - 2025  
Multi-week rate sheet, DAC  
Funding Request Proposal -  
Map, DAC Funding Request  
Proposal to BIA- advertising only  
half quarter page

**Budget Impact:**

\$8,000

**Administrative Recommendation:**

**Background for Motion:**

**Background Summary:**

**Councilmember:**

**Staff:**

Ads Must Run within a 52 Week Time Frame.

# KING COUNTY PRINT RATES

## 2025 Print Pricing

Size	OPEN RATE	6 Ads	13 Ads	26 Ads	52 Ads
1/16 pg	\$205	\$170	\$160	\$135	\$110
1/8 pg	\$340	\$285	\$270	\$245	\$220
1/4 pg	\$650	\$575	\$520	\$465	\$415
1/2 pg	\$865	\$735	\$680	\$630	\$550
Full	\$1350	\$ 1100	\$1100	\$1100	\$1100
Front Page Strip	\$435	\$410	\$385	\$355	\$300
Faux Sticky	\$435	\$410	\$385	\$355	\$300

### Broadsheet Sizes

<b>Front page strip</b> .....	6 col. x 2"	.....	10" x 2"
<b>1/16 page</b> .....	3 col. x 2.5"	.....	4.917" x 2.5"
<b>1/8 page</b> .....	3 col. x 5"	.....	4.917" x 5"
<b>1/4 page</b> .....	3 col. x 10"	.....	4.917" x 10"
<b>1/2 page (V)</b> .....	3 col. x 20"	.....	4.917" x 20"
<b>1/2 page (H)</b> .....	6 col. x 10"	.....	10" x 10"
<b>Full page</b> .....	6 col. x 20"	.....	10" x 20"

### Column Sizes

<b>1 column</b> .....	1.528"
<b>2 column</b> .....	3.222"
<b>3 column</b> .....	4.917"
<b>4 column</b> .....	6.611"
<b>5 column</b> .....	8.306"
<b>6 column</b> .....	10.00"
<b>Double Truck</b> .....	21.00"

### Flexi Magazine

<b>1/8 pg</b> .....	3.56" x 2.12"
<i>(2.2 col x 2.1")</i>	
<b>1/4 pg</b> .....	3.56" x 4.4"
<i>(2.2 col. x 4.4")</i>	
<b>1/2 pg vertical</b> .....	3.56" x 9"
<i>(2.2 col. x 9")</i>	
<b>1/2 pg horizontal</b> ..	7.29" x 4.4"
<i>(4.4 col. x 4.4")</i>	
<b>Full page</b> .....	7.29" x9.00"
<i>(4.4 col x 9")</i>	
<b>Full page w/ bleed</b> .....	8.48" x 10.5"
<i>(5.1 col x 10.5")</i>	

**Full page**  
6 col. x 20"  
10" x 20"

**1/2 page (V)**  
3 col. x 20"  
4.917" x 20"

**1/2 page (H)**  
6 col. x 10"  
10" x 10"

**1/16 page**  
3 col. x 2.5"  
4.917" x 2.5"

**1/4 page**  
3 col. x 10"  
4.917" x 10"

**1/8 page**  
3 col. x 5"  
4.917" x 5"

**Front page  
faux sticky**  
2 col. x 2.75"  
3.22" x 2.75"

**Front page strip** 6 col. x 2"  
10" x 2"

Sample sizes shown at 25% size

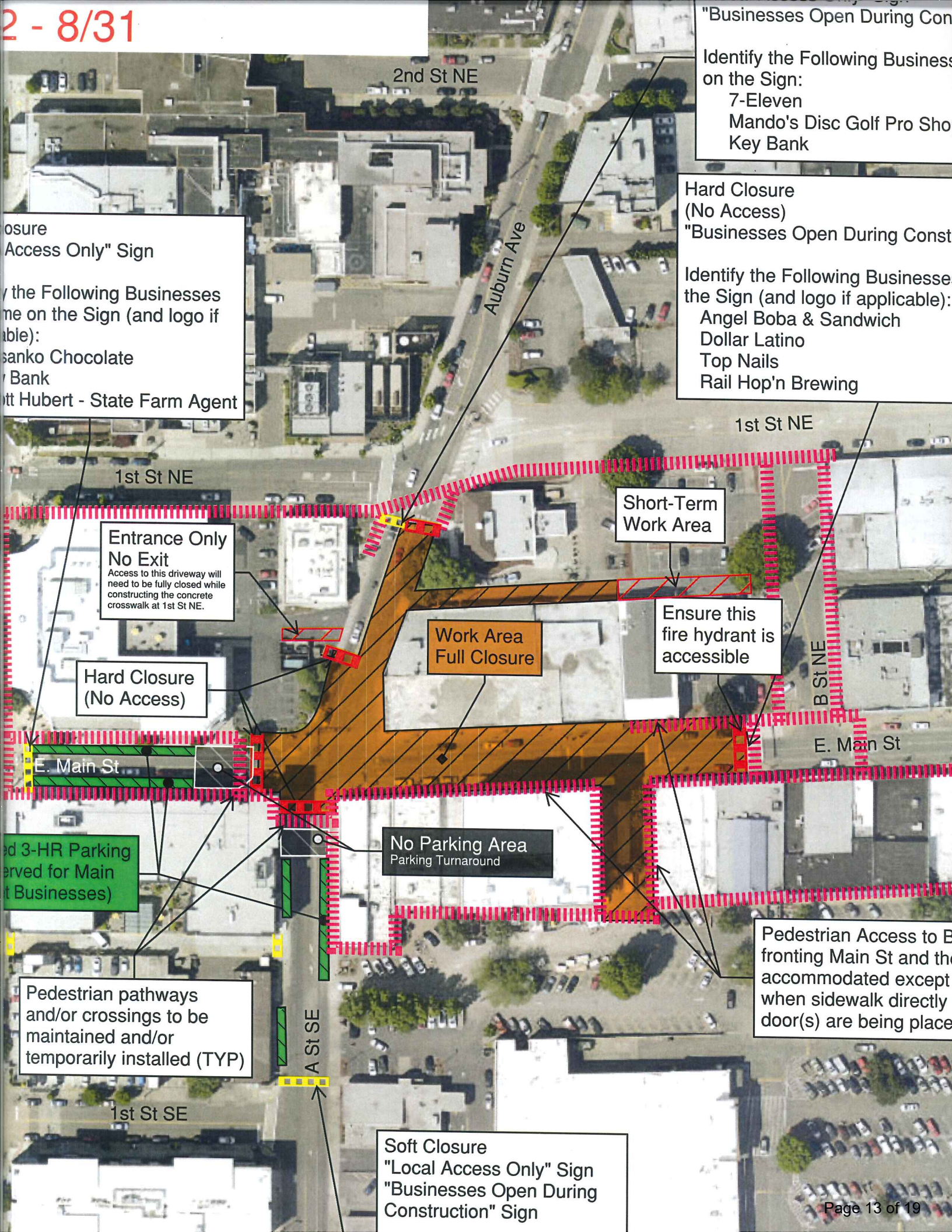
**Contact your Sales Rep TODAY!!**

**TONY WORRELL**

tony.worrell@auburn-reporter.com • 206-304-9891

AUBURN  
**REPORTER**





"Businesses Open During Construction" Sign  
Identify the Following Businesses on the Sign:  
7-Eleven  
Mando's Disc Golf Pro Shop  
Key Bank

Hard Closure (No Access)  
"Businesses Open During Construction" Sign  
Identify the Following Businesses on the Sign (and logo if applicable):  
Angel Boba & Sandwich  
Dollar Latino  
Top Nails  
Rail Hop'n Brewing

Hard Closure (No Access)  
"Local Access Only" Sign  
Identify the Following Businesses on the Sign (and logo if applicable):  
Sanku Chocolate  
Key Bank  
Matt Hubert - State Farm Agent

Entrance Only  
No Exit  
Access to this driveway will need to be fully closed while constructing the concrete crosswalk at 1st St NE.

Short-Term Work Area

Work Area Full Closure

Ensure this fire hydrant is accessible

Hard Closure (No Access)

Reserved 3-HR Parking (reserved for Main Street Businesses)

No Parking Area  
Parking Turnaround

Pedestrian Access to B St NE fronting Main St and the sidewalk must be accommodated except when sidewalk directly in front of door(s) are being placed

Pedestrian pathways and/or crossings to be maintained and/or temporarily installed (TYP)

Soft Closure  
"Local Access Only" Sign  
"Businesses Open During Construction" Sign



# Downtown Auburn cooperative

INTRODUCTION: The Economic Development Committee, in partnership with the Design Committee has determined an economical disadvantage for small business during the anticipated City closing of portions of main street. *See attached map.*

ANTICIPATED CLOSING DATES: June -August 2025.

ANTICIPATED CHALLENGES FOR SMALL BUSINESSES:

- Businesses affected approximately up to 30.
- No main street parking.
- Lot congestion
- Less foot traffic
- Customers deterred by road closure signs.
- Public recognition for open businesses
- Noise

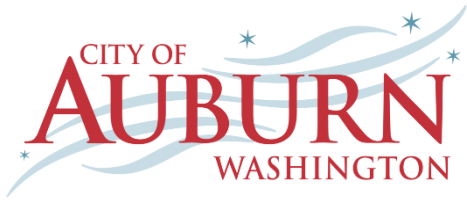
CITY OF AUBURN: Road Closure signage will include some of the names of businesses that will be open during construction. Anticipated that a small walkway will be provided to customers/business owners.

DAC PLAN OF ACTION:

- Provide daily social media posts reminding the community of the project and the ultimate benefit to the community.
- Provide daily social media posts reminding the community that the small business remains open and needs the community's patronage during this time and is vital to the businesses and downtown.
- In addition to social media posts, advertisements in Auburn Reporter and digital advertisement in Auburn Examiner newspapers will be placed each week to reach a larger audience. Budget for paid advertisement \$8,000.00
  - 1<sup>st</sup> publication of each month will contain map of closure and illustration of anticipated finished product. Anticipated to be one half page. Each publication would be \$885.00 or \$2,595.00 in total. Nonprofit discount, \$692.00 each week for a total of \$2,076.00.
  - Weeks 2-4 will include names of the downtown businesses affected and remind the public of need to support small businesses during the construction. Anticipated to be to be ¼ page.
    - ¼ page ad for 9 weeks. Each publication \$650.00 or \$5,850.00. Nonprofit discount \$\$520.00 or \$4,680.00 in total.

Total for Auburn Reporter: \$6,756.00

Remaining \$1,244.00 for digital add Auburn Examiner.



**AGENDA BILL APPROVAL FORM**

---

**Agenda Subject:**

\$5,000 Funding Request for Downtown Helpers - Josh Arndt, Real Estate  
Manager, Legal Department

**Meeting Date:**

May 8, 2025

**Department:**

Community Development

**Attachments:**

Downtown Helpers Costs - Static \$5,000  
- Josh Arndt

**Budget Impact:**

**Administrative Recommendation:**

**Background for Motion:**

**Background Summary:**

**Councilmember:**

**Staff:**

**Downtown Helpers Monthly Hours & Costs**

				20hrs / wk total for program													
Employee	Position Title	Employee Number	Expense Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
KEEN, DAKOTA (Tues & Friday)	DOWNTOWN PROJECT HELPER - NON PERS	9872	Other Wages	998.55	443.80	887.60	776.65	998.55	887.60	887.60	998.55	1,102.50	1,102.50	857.50	1,102.50	11,043.90	
			F.I.C.A.	76.40	33.96	67.92										178.28	
			Industrial Insurance	53.60	26.80	53.60											134.00
			All add tax / fees	2.61	1.16	2.32	106.05	136.35	121.20	121.20	136.35	135.00	135.00	105.00	135.00	1,137.24	
<b>Total</b>				<b>1,131.16</b>	<b>505.72</b>	<b>1,011.44</b>	<b>882.70</b>	<b>1,134.90</b>	<b>1,008.80</b>	<b>1,008.80</b>	<b>1,134.90</b>	<b>1,237.50</b>	<b>1,237.50</b>	<b>962.50</b>	<b>1,237.50</b>	<b>12,493.42</b>	
<b>Total Hours Worked</b>				<b>45</b>	<b>20</b>	<b>40</b>	<b>35</b>	<b>45</b>	<b>40</b>	<b>40</b>	<b>45</b>	<b>45</b>	<b>45</b>	<b>35</b>	<b>45</b>	<b>480</b>	

Employee	Position Title	Employee Number	Expense Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
OLDS, CAMERON (Mon & Thurs)	DOWNTOWN PROJECT HELPER - NON PERS	2262	Other Wages	1,442.35	643.51	1,375.78	776.65	998.55	998.55	998.55	980.00	980.00	1,102.50	980.00	980.00	12,256.44	
			F.I.C.A.	110.33	49.23											159.56	
			Industrial Insurance	87.10	32.16												119.26
			All Add tax / fees	3.78	1.69	187.86	106.05	136.35	136.35	120.00	120.00	135.00	120.00	120.00	120.00	1,323.43	
<b>Total</b>				<b>1,643.56</b>	<b>726.59</b>	<b>1,563.64</b>	<b>882.70</b>	<b>1,134.90</b>	<b>1,134.90</b>	<b>1,134.90</b>	<b>1,100.00</b>	<b>1,100.00</b>	<b>1,237.50</b>	<b>1,100.00</b>	<b>1,100.00</b>	<b>13,858.69</b>	
<b>Total Hours Worked</b>				<b>65</b>	<b>29</b>	<b>62</b>	<b>35</b>	<b>45</b>	<b>45</b>	<b>45</b>	<b>40</b>	<b>40</b>	<b>45</b>	<b>40</b>	<b>40</b>	<b>531</b>	

**15 Hours Week**

Employee	Position Title	Employee Number	Expense Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
OLDS, CAMERON (Mon, Wed & Fri)	DOWNTOWN PROJECT HELPER - NON PERS	2262	Other Wages	1,442.35	643.51	1,375.78	1,220.45	1,442.35	1,442.35	1,331.40	1,592.50	1,470.00	1,715.00	1,470.00	1,715.00	16,860.69	
			F.I.C.A.	110.33	49.23											159.56	
			Industrial Insurance	87.10	32.16												119.26
			All Add tax / fees	3.78	1.69	187.86	166.65	196.95	196.95	181.80	195.00	180.00	210.00	180.00	210.00	1,910.68	
<b>Total</b>				<b>1,643.56</b>	<b>726.59</b>	<b>1,563.64</b>	<b>1,387.10</b>	<b>1,639.30</b>	<b>1,639.30</b>	<b>1,513.20</b>	<b>1,787.50</b>	<b>1,650.00</b>	<b>1,925.00</b>	<b>1,650.00</b>	<b>1,925.00</b>	<b>19,050.19</b>	
<b>Total Hours Worked</b>				<b>65</b>	<b>29</b>	<b>62</b>	<b>55</b>	<b>65</b>	<b>65</b>	<b>60</b>	<b>65</b>	<b>60</b>	<b>70</b>	<b>60</b>	<b>70</b>	<b>726</b>	

**Task List**

- \* Pick up and ensure that the pet waste station is stocked with waste bags and that the waste trash is emptied. (This is an everyday task as there is always uncollected waste.)
- \* Pick up garbage around downtown. (This is a staple task since the need does not change with the seasons like some other tasks.)
- \* Remove vegetation and debris. (Typically done after wind or storm events.)
- \* Scrub/clean graffiti from transformer boxes. (This is done when graffiti can be scrubbed away rather than painted over.) (Yes, this is safe.)
- \* Wash down garbage and recycling bins downtown. (Typically done in the Spring and Summer.)
- \* Clean tables, benches, and flag boxes around City Hall, as well as oversized furniture in Plaza Park. (Typically a Spring and Summer task.)
- \* Blow and clean around transformer boxes. (Typically done in the Kiss & Ride and Safeway lots in the Spring and Summer.)
- \* Water the plants in the Kiss & Ride, B Street, and Safeway lots. (This is primarily an everyday task throughout the Summer.)
- \* Weed planter boxes, areas, sidewalk crevices, and other locations as needed.
- \* Blow off or sweep sidewalks around City Hall, downtown parking lots, the Justice Center, and other public spaces. (Spring through Fall task.)
- \* Collect and bag leaves. (Fall activity.)
- \* Deploy de-icer as needed.
- \* Handle any other one-off tasks that arise.

**Core Work Area**

The primary work area of the downtown helpers spans from the Sounder Station (Kiss & Ride Lot) to the Justice Center, with a focus on maintaining sidewalks, downtown public parking lots, and other public spaces. While their primary responsibility lies within this area, they are authorized to collect bits of trash in other locations if it is contributing to a visual nuisance. The overarching goal of their work, and what they take pride in, is to enhance the appearance and cleanliness of the City, fostering a sense of pride in the downtown area.

**BI A Funding Request**

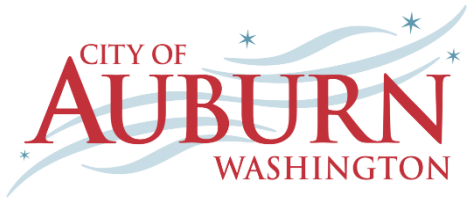
**\$5,000**

Summary				
Employees	Hours Worked	Total Cost	Annual Budget	Variance
KEEN, DAKOTA	480	12,493.42		
OLDS, CAMERON	531	13,858.69		
<b>Total</b>	<b>1,011</b>	<b>26,352.11</b>	<b>15,000</b>	<b>(11,352.11)</b>

Wage / Act \$\$ / Var	\$	22.19	\$	25.22	\$	3.03
	\$	24.50	\$	27.50	\$	3.00

Summary				
Employees	Hours Worked	Total Cost	Annual Budget	Variance
Cameron, Olds	726	19,050.19		
<b>Total</b>	<b>726</b>	<b>19,050.19</b>	<b>15,000</b>	<b>(4,050.19)</b>

Wage / Act \$\$ / Var	\$	22.19	\$	25.22	\$	3.03
	\$	24.50	\$	27.50	\$	3.00



**AGENDA BILL APPROVAL FORM**

---

**Agenda Subject:**

Eat Local Mondays and Food Trucks on Tuesdays - Emerson Folker & John May 8, 2025  
Rottle

**Meeting Date:**

**Department:**

Community Development

**Attachments:**

Eat Local Website

**Budget Impact:**

**Administrative Recommendation:**

**Background for Motion:**

**Background Summary:**

**Councilmember:**

**Staff:**



**Current Restaurant Promotions**



**Happy Crab**

CRACK INTO MONDAY  
 MONDAY SPECIAL  
 5% OFF Entire Menu  
 + FREE Chicken Nuggets  
 With any Seafood Combo  
 purchase

Use Discount Code:  
**MONDAYCRABS**

Every Monday · Dine-In &  
 Takeout  
 Discount code required at time  
 of order

---  
 A little reward for making it to  
 Monday.  
 Save a little, snack a little—  
 because you deserve it.

*\*Happy Crab reserves the right  
 to modify or cancel this  
 promotion at any time.*



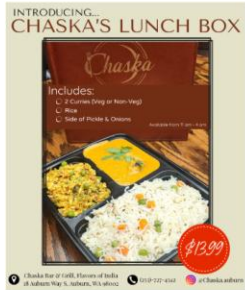
**Oddfellas**

Hungry for a deal? Join us on  
 Mondays from 11:00AM to  
 10:00PM for 15% off your  
 order! Just use code  
**EATLOCAL15** on your online  
 orders or show your server  
 this promo!



**J&J Islander Spot**

Tuesday Special – Feeds two



**Chaska Bar & Grill**

Lunch Box promo available  
 between 11am to 4pm