

**Business Improvement Area Committee
of Rate Payers
September 13, 2018 - 1:00 PM
City Hall Council Chambers
AGENDA**

I. CALL TO ORDER

Roll Call:

II. APPROVAL OF MINUTES

A. August 9, 2018 Minutes

III. FINANCIAL REPORT

A. Financial Report through July 2018

IV. OLD BUSINESS

- A. Disbursement of BIA Funds
- B. Marketing and Branding
- C. Heritage Fire Update
- D. BIA Newsletter
- E. Update on Priority Projects Presented to City Council
 - 1. Additional security lighting
 - 2. Hanging plants and planters around the BIA
 - 3. Lights in trees
 - 4. Added police patrols
 - 5. Christmas decorations
 - 6. Banners

V. NEW BUSINESS

VI. BIA SUB-COMMITTEE UPDATE

A. Parking

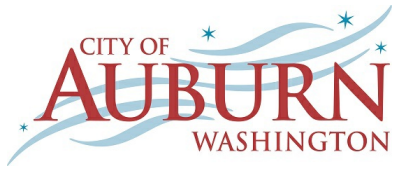
VII. AUBURN DOWNTOWN ASSOCIATION UPDATE

VIII. TOURISM BOARD UPDATE

IX. ADJOURNMENT

Agendas and minutes are available to the public at the City Clerk's Office, on the City website (<http://www.auburnwa.gov>), and via e-mail. Complete agenda packets are available for review at the City

Clerk's Office.



AGENDA BILL APPROVAL FORM

Agenda Subject:
August 9, 2018 Minutes

Department:
Administration

Attachments:
[August 9, 2018 Minutes](#)

Date:
September 11, 2018

Budget Impact:
Current Budget: \$0
Proposed Revision: \$0
Revised Budget: \$0

Administrative Recommendation:

Background Summary:

Reviewed by Council Committees:

Councilmember:
Meeting Date: September 13, 2018

Staff:
Item Number:



**BIA Committee of Rate Payers Meeting
August 9, 2018 – 1:00 PM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 1:06 pm by Chairman DiQuattro.

Roll Call:

Committee Members present: Chair Giovanni DiQuattro, Vice Chair William Cowart, Kelly Gordon, Bob Klontz

Absent: Darren Jones, Ronnie Roberts, Ruth Neil-Stover, Megan White

City staff present: Bill Pierson, Police Chief; Tanya Carter, Economic Development Officer; Lorraine Chachere, Tourism Coordinator; Holly Ferry, Committee Secretary

II. APPROVAL OF MINUTES

Committee Member Gordon moved and Vice Chair Cowart second to approve the July 9, 2018 minutes.

MOTION CARRIED UNANIMOUSLY. 4-0

III. FINANCIAL REPORT

Chairman DiQuattro reported that nothing had changed on the financial report since the June meeting.

Committee Member Gordon moved and Vice Chair Cowart second to approve the Financial Report.

MOTION CARRIED UNANIMOUSLY. 4-0

IV. OLD BUSINESS

A. Disbursement of BIA Funds

This topic was addressed in the ADA Update.

B. Marketing and Branding

Economic Development Officer Tanya Carter explained that marketing on the Buy Local Auburn website is being promoted through different social media channels. The website is receiving several hundred hits daily and about 200,000 impressions a week.

C. Heritage Fire Update

Officer Carter reported that the demolition permits have been issued, asbestos abatement has begun, and teardown has been planned. Chairman DiQuattro reported that the contractor had informed him that asbestos abatement is complete, fencing has gone up, and demolition will begin the end of this week and will take around four weeks. Vice Chairman Cowart reported that there is a buyer and a developer.

D. BIA Newsletter

Work is being done on obtaining all email addresses for businesses in the BIA and putting out the next newsletter.

E. Update on Priority Projects Presented to City Council

1. Additional security lighting - APD

Chief Pierson was introduced and gave a brief history of his career with the City and then explained the role the Police Department has with the business owners and Economic Development. The focus is to get to know the business owners and ensure safety. He gave opportunity for members to voice their concerns.

Regarding the additional security lighting, the officers will go out when it is darker outside and get back to the Committee when they have an idea of where additional lighting could be needed and will provide a map to Manager Lein.

2. Hanging plants and planters around the BIA

There was no update, but members requested that there be an update on extending the area of the plants and planters and what the cost would be.

3. Lights in trees

Officer Carter reported that there have been discussions with Parks and Public Works, and it was discovered that there is no power in the tree pits. There is, however, power on the poles, but the question would be if the weight would be a problem from an engineering standpoint. The lights could either go across the street or along the street from light pole to light pole. It was suggested that, if there were lights in the trees, electrical drops could be spliced in and dropped down to light up the trees. Solar and battery powered lights were also suggested. The Committee will wait to hear from the engineers as to what is possible.

4. Added police patrols - APD

Member Gordon expressed concern about people that gather before their meeting on the B Street parking lot and how it is intimidating for her tenants' clientele. Chief Pierson said APD would reach out to the people who hold the meetings and talk to them about conduct. Regarding homeless who are

loitering or camping around businesses, he stated the importance of telling APD that you want the person trespassed. Persistence in reporting is important. He asked if the members have noticed an improvement in the decrease of the homeless population downtown, and members said that they have. He also mentioned how, from a business perspective, the Ray of Hope has made a huge difference.

He was asked about the amount of crime in general. Chief Pierson reported that there has been a 14% decrease on all crimes combined; however the crimes of thefts from vehicles and burglaries have gone up, and he stressed the importance of taking everything out of your car overnight.

5. Christmas decorations

There was no discussion on this topic.

6. Banners

One hundred thirty banners are in production.

F. Update on 2018 Façade Grant Program

Officer Carter gave an update on the status within the next six to eight weeks, based on her conversation with Community Development and Public Works Director Jeff Tate. There is currently a substantial remodel of Parker Paints underway. Renovation on the Driessen Law building is close. There are also a couple applications going through the Façade program process for Vinifera and Hidden Entity Tattoo. There are still funds available if there are any businesses interested.

V. NEW BUSINESS

There was no new business discussed.

VI. BIA PARKING SUB-COMMITTEE UPDATE

Officer Carter suggested a three-prong approach, which would include 1) mobile apps that identify where parking is available; 2) coordinating an effort to display free parking banners; 3) develop a free parking website that would identify where all the free parking is and would allow businesses to link to the page.

VII. AUBURN DOWNTOWN ASSOCIATION UPDATE

ADA Secretary Brittiany Karlson reported that there are now eight board members. They currently have Halloween and Christmas sub-committees and will work on the Mardi Gras sub-committee after that. The website is nearly finished. They would like to integrate the Buy Local information into the website and also give the businesses the opportunity to submit some of their own information and photos so they can have some control over what they want to do. The newsletter is finished and will be

sent out August 20. ADA activities that the sub-committees have been working on were presented.

ADA Treasurer Kristina Driessen gave the financial report.

The ADA board members requested \$30,000 from the Committee. The Committee had already voted at a previous meeting to allocate \$40,000 of the Committee's funds to the ADA.

Vice Chair Cowart motioned and Member Gordon second to disburse \$30,000 to the ADA, knowing that the ADA may come back and request additional funds.

MOTION CARRIED UNANIMOUSLY. 4-0

There was discussion about having speakers downtown to play music to liven the downtown area for pedestrians. It would be necessary to check with Engineering to see if this is feasible.

VIII. TOURISM BOARD UPDATE

A. Final Tourism Map

Tourism Coordinator Chachere presented the updated Tourism map.

B. Auburn Adventure Film Festival

Coordinator Chachere informed the Committee that the Tourism Board approved the first Auburn Adventure Film Festival, which would bring tourists to downtown and help businesses during the shoulder season. It will take place January 19 and 20 with more details to come.

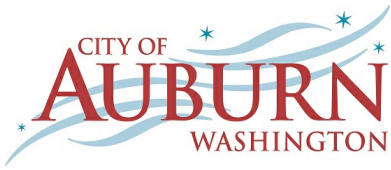
IX. ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 2:49 pm.

APPROVED this 9th day of August, 2018.

Giovanni DiQuattro, Chair

Holly Ferry, Committee Secretary



AGENDA BILL APPROVAL FORM

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Financial Report through July 2018

Department:

Administration

Attachments:

[Financial Report through July 2018](#)

Date:

September 11, 2018

Budget Impact:

Current Budget: \$0

Proposed Revision: \$0

Revised Budget: \$0

Administrative Recommendation:**Background Summary:****Reviewed by Council Committees:****Councilmember:**

Meeting Date: September 13, 2018

Staff:

Item Number:

BIA Budget Report through July 2018

<u>Fund 121 through July 2018</u>	
2018 Beginning Fund Balance	94,472.91
2018 Revenues	52,356.97
2018 Expenditures	(2,470.00)
Estimated Fund Balance - July	144,359.88

Notes:

- Numbers are available through July 2018. August's books are still open.
- As a reminder, the expenditure increase requested in BA#6 was approved and posted. As shown on the attached Expenditure Status Report, the authorized 2018 spending limit for the fund is currently \$90,000.