

Auburn Endurance Capital Committee Meeting Agenda for January 11, 2011

9 a.m; City Manager's Office, City Hall, Auburn, Calif.

- Review of Streetscape items (interpretive sign, pillars, tiles)
- Review of updated website

Auburn Endurance Capital Committee November 30, 2010 Meeting Minutes

9 a.m; City Manager's Office, City Hall, Auburn, Calif.

Present: Cynci Calvin (Secretary, member at large), Harvey Roper (member - Downtown Businesses), Bob A. Miller (member at large), Steve Holden (member at large), Bob Snyder (member at large), Bob Richardson (City Manager)

I. Streetscape

- No absolute deadline for tiles verbiage
 - They tie into Phase II
 - Wait for Amgen momentum
 - Have everything ready to go
 - ECC deadline to have all this ready is April 1, 2011.
- Funding for tile engraving/pillar signage
 - \$300 per tile
 - Pillar costs tbd
 - Individuals – no funding request
 - Harvey to check with equestrian groups
 - Cynci to check with Western States Run for possible funding and to get approval for verbiage
- Pillar revisions
 - See attached pdf
 - List of events - Include the longest
 - Harvey to bring 2010 event calendar poster.
 - Use brown colored font/sand background, streetscape font to tie into interpretive sign.

II. Amgen 2011

- ECC marketing opportunity
 - New set of "Auburn Style" posters that include cycling
 - Could also be placemats
 - Need more cycling photos showcasing Auburn and Auburn events (Lisa)
 - Need to create more catch phrases/titles: i.e. photo of cyclist fueling while riding could be "Dining out – Auburn Style).
 - Stickers
 - Use surplus posters at VIP dinner for placemats
- Update ECC website (subcommittee of Bob Richardson, Lisa Kodl, Harvey Roper, Cynci Calvin)

IV. Next Meeting: Tuesday, January 11, 2010, 9 a.m. at City Manager's Office, City Hall, Auburn

V. Meeting adjourned at 10:05 a.m.