AUBURN URBAN DEVELOPMENT AUTHORITY
MINUTES
February 14, 2011
REGULAR SESSION

The Regular Session of the Auburn Urban Development Authority was held in the Council Chambers, City Hall, 1225 Lincoln Way, Auburn, California on Monday, February 14 , 2010 at 8:05 p.m. with Chair Bill Kirby presiding and Deputy City Clerk Amy M. Lind recording the minutes.

CALL TO ORDER

ROLL CALL:

Authority Members Present: Bridget Powers, J. M. Holmes, Keith Nesbitt, Bill Kirby

Authority Members Absent: Kevin Hanley

Staff Members Present: Authority Counsel Michael Colantuono, Community Development Director Will Wong, Fire Chief Mark D'Ambrogi, Public Works Director Bernie Schroeder, Administrative Services Director Andy Heath, Police Chief Valerie Harris and Police Captain John Ruffcorn.

1. **Public Comment**

Michael Otten, resident of Auburn and former member of Streetscape History and Art Advisory Committee (SHAAC), requested that the City Historian be appointed to the SHAAC to be the "history representative."

2. **Minutes**

By **MOTION**, approve the minutes of 1/24/2011.
MOTION: Holmes/ Nesbitt/ Approved 4:0 (Hanley absent)

3. **Ad Hoc Streetscape History and Art Advisory Committee**

Authority Member Nesbitt presented this item and reviewed the information in the staff report.

Harvey Roper, representative from SHAAC and Endurance Committee, explained why the tiles were chosen and where they will be located. He said there will be private funds for almost half for the endurance area from

Western States 100 mile run, the Robie Foundation and the Western States Trail Foundation.

Michael Otten, resident of Auburn, questioned the total number of tiles and said this request is incomplete and said he would like it sent back to the committee.

Authority Member Holmes said he would like to see the founders of Central Square done at the same time as the Endurance Zone. He also asked about the company being used for the tiles, located in Santa Rosa.

Authority Member Powers clarified the information to be put on the tiles.

By **MOTION,**

1. Approve:
   A) eight (8) inserts to be placed in the brick pillar located in the "Endurance Zone"
   B) 11 tiles in the "Endurance Zone" as recommended by SHAAC.
   C) 2 additional tiles as requested by the Endurance Capital Committee
2. Approve 10 tiles at Central Square as recommended by the SHAAC.
3. Approve a "not to exceed" amount of $6,755.00.

MOTION: Powers/ Nesbitt/ Approved 3:1 (Holmes voted no, Hanley absent)

4. **Maple Street Billboard**

Bob Snyder, resident of Auburn, presented this idea on behalf of himself and Virgil Traynor. He said the location of the potential billboard has changed. He said he agrees that the Maple Street location would not be in the best interest of the community. He said a new electronic sign in a new location could help the non-profit organizations in Auburn communicate more efficiently. He said they need city leadership on this project, because city funds and land will be used, although who manages the billboard won't be as important. He said he would like the City Manager to have the authorization to use this money, only if required by State action, for an electronic billboard for the community.

Authority Member Nesbitt asked about framework costs due to the new location.

Bob Snyder said it could be around $25,000 with free labor (community volunteers) without free labor, it could be three times as much.

Authority Member Holmes said he would like to see a mock-up of what it could look like; he said he feels like its being rushed.

Bob Snyder said he would not advocate the purchase of this billboard under other circumstances, only in the case of the state taking these funds from the City.

Chair Kirby said the idea of being able to transmit messages more rapidly and transmit more messages is "attractive". He said he is concerned with the technology going "out of date" by the time the billboard gets constructed. He said this discussion is only in regards to the sign being located anywhere but Maple Street / Oldtown.

Harvey Roper, Downtown Business Association, said there is a City parcel at the end of Reimer Court that was at one time slated to have a monument sign installed so that Downtown could have a visible presence on I-80. He said besides advertising non-profits, it could be a versatile tool and used in cases of emergency and detour alerts.

Bart Ruud, resident of Auburn, said if the community doesn't move forward to install a sign like this; the community could lose the opportunity. He said he feels it would benefit the community at large.

Gary Moffat, owner of Carpe Vino in Old Town Auburn, said this idea has been developed in a non-transparent way. He spoke in opposition of spending redevelopment funds on a billboard. He said his top concern is an electronic billboard potentially placed in Old Town Auburn.

Council Member Holmes left the meeting at 8:47 p.m.

Bill Cleft, resident of Auburn, said the idea of promoting Downtown is a fine one. He said whether it should be done with public funds is another issue. He said he doesn't think a community-oriented sign is the answer. He spoke specifically in opposition of the Maple Street location.

Dan Sokol, resident of Auburn, spoke in opposition of the billboard for the following reasons: (1) he said he feels like the money is being hurriedly spent before the end of the fiscal year, (2) advertising for the community is not a government function, and (3) redevelopment should be used for blight.

Chair Kirby said he sees no evidence that the state government is making proactive measures to save money themselves. He said this is just an attempt by the state to take Auburn's money.

Council conversation followed regarding this being based on the discretion of the City Manager only when the funds are in jeopardy.

By **MOTION**, appropriate $60,000 in AUDA funds for the project and direct staff to perform all necessary due diligence for the project at a location other than Maple Street.
MOTION: Powers/ Nesbitt/ Approved 3:0 (Holmes and Hanley absent)

5. **Streetscape Project Phase 2 – CEQA and Permission to Advertise**

Public Works Director Bernie Schroder presented this item. She said the award of the project should be the end of March with construction following immediately and completion in Fall 2011.

Authority Member Powers asked about using fewer street lights and planters in this phase.

Bernie Schroder said there will be fewer lights and planters. She also said the finish on the street lights will be more "antique" in response to suggestions from the community. She said a lot was learned in Phase One of Streetscape and she plans to incorporate that in Phase 2.

Chair Kirby said some of the planters at Central Square could be moved and used in this phase. He said it will be a dramatic improvement to the area.

Harvey Roper, DTBA, said this Phase 2 area is the worst sidewalk area in Auburn and will benefit greatly from these improvements. He spoke in favor of moving ahead with Streetscape.

By **RESOLUTION 11-02,** find the Auburn Streetscape Phase 2 categorically exempt from the California Environmental Quality Act (CEQA) per Section 15301 (Existing Facilities); Section 15302 (Replacement or Reconstruction); Section 15303 (New Construction); Section 15304 (Minor Alterations to Land) and 15331 (Historical Resource Restoration/Rehabilitation).

By **MOTION**, grant the Public Works Director permission to advertise the Auburn Streetscape Phase 2 for construction.
MOTION: Powers/ Nesbitt/ Approved 3:0 (Holmes and Hanley absent)

ADJOURNMENT

Chair Kirby adjourned this meeting, without objection, at 9:07 p.m.

William W. Kirby, M.D., Chair

Amy M. Lind, Deputy City Clerk