

ANGELS CAMP BRAND LEADERSHIP TEAM MEETING

Monday, Aug. 3, 2009, 9:15AM, Aspen Street Architects

MINUTES

MEMBERS PRESENT: Anne Forrest, Vivian Danielsen, Buck Reed, Kathy Collins, Melanie Lewis, Janet Cuslidge, Rosie Sundell, Dixon Collins, Michelle Lee, Steve Fairchild, John Tichenor, Tim Shearer, Wrenae Rowe, Charlotte Wheeler, Donica Salazar, Niki Robison

GUESTS: Mary Boblet, Coast-to-Coast Trail; Darrell Slocum, Golden State Cellular

MEMBERS ABSENT: Jack Boeding, George Wendt, Lisa Boulton, Bob Menary, Terrie Victorino, Richard Wilmshurst, Diane Gray, Lisa Mayo, Mike Lamitie

COPIES TO: David Hanham, Mary Kelly

Meeting was called to order by Anne Forrest at 9:20AM.

OLD BUSINESS:

- The minutes of the July 8th meeting were approved as presented.
- Review 2009/10 Budget (Anne Forrest) – breakdown of \$11k (see handout). Actuals for 2008/2009 to be presented next meeting
- Graphic/Standards Manual (Shearer, Forrest, Sundell, Reed, K.Collins, Robison)
 - a. Shanda Smith to visit Sept. 14 & 15 to present final designs to City Council and the BLT
 - b. Changes have been made as suggested at the July meeting and the subcommittee is very pleased with the results.
- Planning Commission (Wrenae Rowe) – approved easement for stairway, Meetings are the 2nd Thursday each month, 6 pm, but August's meeting has been cancelled.
- City Government Report (Tim Shearer)
 - a. Council has approved trademark contract with IPR lawyer, Peter Smith
 - Next step to meet with Peter Smith to get process in motion.
 - b. Façade Grant
 - Recommendation made for architect – Ortega & Associates; Council to approve
 - Meeting Thursday, Aug 13th, 8:30 am, Fire Hall, for business and property owners to learn more about how to get involved. Letter sent out by City to property owners. Anne will deliver notice to business owners. Terry Cox to lead meeting. BLT is welcome to attend.
 - Retail Business Recruitment. Terry Cox drafting RFP, has contacted Buxton
- Signage Update (Michelle Lee) –
 - a. Provided overview and update
 - b. Signage plan submitted to CalTrans by City Planning but could take up to six months to be installed
 - c. Discussion on lack of speed limit signs – Tim to talk with Caltrans
 - d. Forrest explained the decision by City Council to rename old route 4 Vallecito Road. Planning commission recommended to Council that billboard-type signs be erected on Route 4 approaches to Angels from the east and west to promote the historic downtown and its businesses. However, no funds were allocated in this budget.

- e. Temporary Signage is desperately needed to promote downtown businesses It was recommended that BLT members and downtown merchants attend City Council and Planning Commission meetings to make this point; Steve Fairchild looking into other ways to handle.
- f. Shearer referred to an email from Caltrans that said they do not update GPS providers with new or closed roads as they consider that the responsibility of the for-profit GPS providers. Since more people use GPS that maps or road signage now, the signage committee will contact David Hanham and look into how to update the various providers on the new Rt 4 and changes to Vallecito Road and any other changes that need to be made for City roads.
- Grant Application for Wayfinding system – RFP was sent out approx July 16. Will take a minimum of 90 days
- Melones Lake and Bureau of Reclamation – Melanie and Tim gave an update on negotiations with the Bureau about getting larger fishing tournaments and being able to film tournaments. No real change in their attitude which is causing a loss of tournaments for the lake and significant income loss for Angels Camp businesses.

COMMITTEE CHAIR REPORTS:

- BLT Overall –
 - Anne Forrest reported that Melanie Lewis has agreed to serve as “vice chair” to support efforts and back her up
 - Bob Menary has to resign as the ACBA rep to the BLT; Vivian Danielson, ACBA Board member, will take his place as liaison to ACBA
 - Tim Shearer will be deployed to Iraq at the beginning of 2010. He’ll be out for training during September and October, but available by email.
- Downtown Business Promotion Sub-committee
 - Recommendation approved to create a sub committee of BLT and ACBA board members to work with local Angels Camp businesses to help them get through the downturn.
 - Charlotte Wheeler agreed to chair; Reed, Danielsen, K. Collins, Robison, Salazar, Cuslidge, Forrest to be on subcommittee
 - It was suggested they have discussions with property owners to come up with events, activities and perhaps a team of local retail professionals to help Historic downtown business owners immediately.
 - It was also suggested that they look into using empty store fronts to promote area mountain sports attractions.
- Communication Planning Workshop – Rescheduled to Tuesday, September 1st at Firehouse 9-2 pm
- Product Development Committee (Kathy Collins)
 - Bob Menary has had to resign from committee, no longer available
 - Focused on Retail Recruitment RFP
 - Team will be active with Façade Improvement Grant. One member to attend planning and infrastructure meetings (Aug 21. 8:30 am – Fire Station (3rd Friday of month)
 - Niki Robison has joined the committee; Would appreciate having others join
 - Vivian Danielsen gave update on retail space activity
- Outreach Committee Report (Dixon Collins)
 - Dixon announced Rosie will take over as Chair
 - Rosie to take over leadership on the Angels Camp Branding website
 - Website – info on Angels Camp Government site on BLT. Anne to add list of team and contact information on site (emails + Anne’s ph # and email)
- Highway 4 Kick-Off Party – Rosie and Darrell gave overview of the event. Considered a great success with good publicity.

NEW BUSINESS:

- Angels Camp Centennial 2012 plans – Anne had invited Tad Folendorf -- who chairs the planning -- to give the BLT an update and to see how the BLT and the branding theme can be incorporated into the celebrations. Anne will ask him for the September meeting.
- Coast to Coast Trail Plans – Mary Boblet of Parks & Recreation gave an update on the C2C Trail being developed. Of the 300 miles of trail, 65 have been developed. Having trouble with funding. Are networking with partners along the trail. Will pass close to Angels Camp and can be another opportunity for activities. More information at info@parks.ca.gov. Mary suggested she can ask Wayne Breece to come speak to team.
- Mary also talked about National Historic Area designations and the potential to get the C2C Trail so named.

AGREED ACTIONS

- **Charlotte** to chair new downtown business promotion subcommittee of Product Development Committee – ideas from business owners (bring update to Aug 13th meeting).
- **Michelle** – work with committee to develop ideas for signage to help businesses in the short term. Michelle to present plan committee suggestions. David Hanham working on new codes – definitions/ordinance being rewritten. Michele to provide update. Lots of concern for businesses.
- **Outreach committee** – discuss new ideas, such as calendar, Best Activities, etc. Provide report on ideas and how to go about them. Get website up and running.
- **Anne** – provide information on San Joaquin Delta Community College small business services with the potential to help our local businesses. Add BLT members' names to City's website.

NEXT MEETINGS:

Sept 1st – 9 – 2 – Communications Plan Workshop - Fire Station

Sept 14th – 9 – 11:30 – Monthly BLT Meeting – Fire Station
To include a presentation on the Brand Identity by Shanda Smith of Pixel Soup Creative at 10 am.

Sept 15th – 6 pm – City Council meeting – Fire Station
Brand Identity revisions to be approved by Council

ADJOURNMENT:

- Meeting adjourned at. 11:28am