



MEMORANDUM  
COUNTY OF PLACER  
Office of Economic Development

175 Fulweiler Avenue, Auburn, CA 95603-2133  
(530) 889-4016 • Fax:(530) 889-4095

**DATE:** October 6, 2015  
**TO:** Honorable Board of Supervisors  
**FROM:** David C. Snyder, Director, Office of Economic Development  
**SUBJECT:** Listening to Auburn Businesses Day

---

**ACTION REQUESTED:** Approve a Proclamation recognizing October 8, 2015 as Listening to Auburn Businesses Day to support Auburn Area Chamber of Commerce's effort to seek input from local business owners on ways to improve business, boost wages and benefits, and create more jobs in the Auburn area.

**BACKGROUND:** Appreciating all that business owners and managers do for our community, the Office of Economic Development will again join the effort to survey local business owners and managers on October 8, 2015, to learn what things can be done to improve business, boost wages and benefits and create more jobs in the Auburn area. Local elected and appointed officials, Auburn Chamber board members, Government Affairs/Economic Development Team members, and Economic Development Committee members will join forces to learn important information from the Auburn area business community. Their responses to the survey will help guide the Auburn Chamber, local business associates, the City of Auburn and Placer County in a better understanding of the local business climate and how we can work together to make improvements. The survey results are expected to be released on October 30, 2015.

**ENVIRONMENTAL IMPACT:** There are no environmental impacts as a result of this action.

**FISCAL IMPACT:** There are no net county cost increases as a result of this action.

Attachments: Proclamation  
Timeline

# Before the Board of Supervisors County of Placer, State of California

**IN THE MATTER OF:  
A PROCLAMATION RECOGNIZING OCTOBER 8, 2015,  
AS LISTENING TO AUBURN BUSINESSES DAY.**

The following PROCLAMATION was duly passed by the Board of Supervisors of the County of Placer at a regular meeting held, October 6, 2015, by the following vote on roll call:

**Ayes:**

**Noes:**

**Absent:**

**Signed and approved by me after its passage.**

---

**Kirk Uhler, 2015 Chairman,  
Board of Supervisors**

**Attest:  
Clerk of said Board**

---

---

**WHEREAS**, Appreciating all that business owners and managers do for our community, the Office of Economic Development is joining an effort to survey local business owners and managers on October 8, 2015, to survey them to learn what things that can be done to improve business, boost wages and benefits and create more jobs in the Auburn area; and

**WHEREAS**, The Office of Economic Development is asking for volunteers from our community, city and county to walk from 10am to Noon on October 8, 2015 to survey business owners and managers on the state of the local economy; and

**WHEREAS**, The Office of Economic Development will publicly release the results of the survey and these results will assist both the City of Auburn and Placer County in developing policies that support Auburn area businesses, their employees and residents;

**NOW THEREFORE BE IT PROCLAIMED** that the Board of Supervisors of the County of Placer, on behalf of the citizens of Placer County, proclaims October 8, 2015 to be Listening to Auburn Businesses Day.

## Listening to Auburn Businesses

Sept 22. Draft a resolution and request that the City Council adopt it at their Sept 28 meeting declaring October 8, "*Listening to Auburn Businesses Day.*"

- Letters to city and county officials asking them to volunteer.

Sept 22. Chamber Eblast asking for volunteers to help for 3 hours on "Listening to Auburn Businesses Day" on October 8. Also notifying Chamber members that this survey is coming soon and we are very interested in their views of the business climate in Auburn and opportunities for improvement.

- Press release to *AJ* and *Placer Sentinel* announcing the survey effort and asking for volunteers.

Sept 22-Oct 7. Staff to prepare folders with Survey sheets, maps, list of Chamber members in the target area, Membership applications/Return on Investment 2016, the *Auburn Advantage* newsletter for September/October, clip boards, pens, water.

- After the survey is completed, each business will receive a copy of the newsletter.
- If a business owner or manager asks for a Chamber membership application then will be given one on the spot and be encouraged to fill it out now.

October 7. Eblast to members asking them to fill out the online business survey.

Thursday, October 8, 9:30am-Noon. Volunteers from Chamber, City and County to meet at Chamber at 9:30 am, October 8<sup>th</sup> to receive instructions, maps, coffee, donuts.

- Same as the 2010 and 2011 surveys, this survey will consist of 3 open-ended questions: How is Business? What do you like about doing business in Auburn? What can be done to improve business?
- Form teams of 2, one to ask questions and one to take notes at each business.
- Hit the streets by 10am and return around noon.

Oct 20. Tuesday evening, hold a Town Hall meeting at Auburn City Hall for Auburn area businesses to express their views about what things can be done to improve business.

Friday, Oct 30. Power Breakfast to release the results.

