

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – June 7, 2007

Roll Call & Introductions – A quorum was present.

Police Beat – Had 115 patrols downtown during month of May; will watch banners closely (Banners on Parade); car show went well; gearing up for Wagon Train & Founder's Day, County Fair, Brewfest, & July 4th; thanked Cary House for Citizen's Academy hosting (graduated about 20 people); had broken window at Tomei's May 3/4 & have suspect; hearing re Hillsider on 6/11 & 12 at Bldg A of county offices; participated in support operation of incident in Shingle Springs where EDC Sheriff's officers were shot

Highway 50 Project – Randy Pesses – Contractor working on median area of Hwy 50 & bridges; will not be working this Saturday (Founder's Day); City turned in grant application for watershed analysis on June 1 and hope to be approved (max amt \$400K)—grant money would be used for analysis of Hangtown Creek watershed; another round of grants would be necessary for implementation of anything gotten from the analysis; got permit from Fish & Game to clean up Hangtown Creek after August;

City Report – Gary Pigg – sidewalks will be cleaned by Founder's Day; dumpster areas in garage getting sloppy again—need to keep that area cleaner; Gary encouraged people to dress up for Founder's Day; no parking restrictions on Saturday (for Founder's Day); street closes at noon, event starts at 2 pm

Continuing Business – Update about City Hall building: Blue Ribbon committee will be meeting on 6/25; flower power: brackets are made, have 2 baskets planted, will be putting 2 trial baskets near Round Table; Car Show report: Les Russell – show was great, had over 200 cars (hoping for 180), want to do it next year and maybe a smaller one in the fall; Christmas Trees: Sam Muscarello – no Christmas trees on Hwy 50 at Christmas this year due to construction; Brewfest & Founder's Day: Lisa Crummett – encouraging people to dress up for the festivities, will be a dunk tank (red suits), beer garden will be running; Brewfest on June 30th, tickets on sale now (Paypal on website), about 40 breweries, band at parking lot at Tortilla Flats (some breweries there too), ticket distribution will be at Town Hall and River City Bank, have Brewfest posters & flyers, tickets at Winesmith & River City Bank & Tony Matthews

Announcements – Merchant news: Murray & Downs new building will be starting construction very soon, Fausel House will be moved, then 20,000 sq ft building will be built; Mayor & John Driscoll have declared that on Saturdays when there is Jazz in the Plaza, there will be no parking restrictions in the PO parking lot and the Milton lot; windows on Center St. & Main St. building have been painted; need volunteers to distribute agendas in July & August (Chris Cole will distribute at end of June & Larry Caso will distribute at end of July); Banners on Parade update: Lisa Crummett – all the banners were put up June 6, judged on June 1, brochure in about 2 weeks; Sierra Art Affaire goodie bags: Lisa Crummett (for Linda Johnson) – coming up on 8/2-8/5, putting together goodie bags and would like stuff from merchants (deadline June 30th); Flex Your Power award update: Lisa Crummett – PDA won the award and Lisa accepted it on behalf of PDA in San Francisco, have gotten all rebate checks back—was very successful, will get placards to put up downtown, article in Mt. Democrat about it; Mary Dedrick will be a judge of cheese at the State Fair this year; Larry Caso wants to research grant money about energy audits of businesses & buildings downtown (Bill Robinson will look into)

New Business – Volunteers needed to work Beer Garden at Founder's Day 6/9

Grant Report – Jeff Thoma: balance is \$48,399; spent \$17K on the lights downtown and got \$14,800 back from PG&E in rebates

Treasurer's Report – Denise Tomei: \$32,483

Marketing & Event Report – Lisa Crummett: Money from City has been requested and put through for 07-08 and they just need to know when PDA needs the money, Lisa & Jeff working on spreadsheet showing where money has gone; marketing committee working on print branding ad (full page ad in Foothills Style to show name brands available in downtown Placerville); working on commercial; antique faire apps have gone out as well as apps for craft faire

Chamber Report – Sam Muscarello: Chamber is looking for volunteers to man the State Fair booth, booth is Apple Hill themed
Open Forum – signs on Hwy 50 saying "Street Closed" need to be better-timed; Les thanked merchants who sponsored awards for car show; Les mentioned that signs on Hwy 50 ought to be more specific about events when street is closed; Les Russell made a motion to have special signs made for events (up to \$500), Sara Young seconded, motion carried; don't post flyers on lamp posts or walls of the garage—they will be removed

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, June 21 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting ***July 12 (special date for July)*** at Cary House

Submitted by Bill Robinson