

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – August 7, 2008

Roll Call & Introductions – A quorum was present (10 of 16 PDA Board members present)

Police Beat – Sgt. John Kunkle: Talked about summer COPS enforcement, plain clothes details working well, #1 violation in downtown Placerville is blocking the sidewalk (top 3 places are the bench at Clay & Main St., stairwell in parking garage near Centro, front of City bars on Main St.), no complaints on rooftop access recently (lots of unlocked gates and easy access points that need to be taken care of by business/building owners, will be watching congregation spots after school starts, signs on sidewalks are not acceptable (by city ordinance)

City Report – Gary Pigg: new city newsletter, park & rec department survey that the city would like people to fill out, Farmer's Market going well and there are requests to add wine tasting and crafts, city website got 30,000 hits last month, people looking at websites more, would like pictures of Placerville from people for Placerville City website (send to gpigg@cityofplacerville.org).

Business Brainstorming Meeting Discussion – Of Executive Board members, only Bill Robinson (Secretary) is present and running the meeting, so didn't want to get into major business discussion without all the players here; wanted to find out about preferences of PDA meeting attendees for morning or evening meeting with just a show of hands: morning meeting—10, evening meeting—9, then might have one morning and one evening meeting, will have more meetings soon

Business – Kris Payne from EDC Hist Soc made short presentation about creating more advertising for the museum and its role as a business on Main Street that can help other businesses, showed potential design for tee shirt; Jolaine Collins from El Dorado Winery Association presented information about EDWA's Tour de Vine that is coming up on Sat & Sun 9/14 & 14 at 20 wineries in the county so as to give Main St. business owners a chance to tie into their event (see more at www.eldoradowines.org) – they are promoting it with "Come for the day—stay for the weekend", will be advertised in newspapers and linked to from other websites, hope to tie into the agri-tourism effort

Announcements – Marketing & Event report – Lisa Crummett: this coming Sunday (8/10) will be Crafts Faire on Main Street, Girl's Night Out is Saturday, August 16, Antique Faire is still taking applications, Art & Wine Festival taking checks (\$50) for hosting (lots of wineries), Parks & Rec are trying to get grant for bike racks (call city about it)

Highway 50 Project – Rick Tippett: Bedford will be open both ways by this weekend; there is a plan to close the left-turn lane from Hwy 50 to Bedford to enable construction of pedestrian overpass (will be signs east of Mosquito road to notify drivers); also will need to shut off water line for work over one night; off-ramp from westbound Hwy 50 to Placerville Drive will close sometime during the week after Labor Day for a couple of weeks to construct the off-ramp, once that is complete, two-way traffic will soon be able to use the Placerville Drive to Main Street connection both ways; Canal Street bridge should be open soon; Rick thinks they will be almost all completely done by the end of October or early November; new eastbound lane will be used as a lane during construction of pedestrian overpass

Grant Report – Jeff Thoma: Have 2 grant requests – first one is to buy high-quality bows to hang on light posts on Main Street over the holidays to tie into Highway 50 & Main Street with decorations, each lamppost would have two bows on it and they would be put up at same time as the holiday banners, bows have 5-year guarantee, want to get 94 of them (for light poles along Hwy 50, parking lot, and light poles on Main Street), proposed cost in grant request is \$9000, Sam Muscarello made a motion to approve the grant request up to \$9000, seconded by Susie Huber, discussion: Christmas Committee will also be putting up wreaths in coordinated effort, will be stored at various businesses on Main Street, motion carried; 2nd grant request is from EDC Historical Soc for reprinting walking guide, before any motion was made there was talk of requests for more quotes for printing cost, this grant request was tabled until a further meeting; Grant fund has spent this year \$3495 and have earned interest of \$308 and currently have balance of \$34,633

Treasurer's Report – Ann Totherow absent (report by Lisa Crummett): have \$74,000 in the bank

Chamber Report – Jody Franklin: Had "Eye on the Bay" on Main Street filming, Northern California Explorer's Guide coming to also do article, Chamber also wants pictures showing Main Street, forming partnership with Sierra Heritage Magazine; Laurel Brent-Baum: Completed study mission to Portland, OR, in partnership with Rancho Cordova & Folsom and focused on urban-world connection

Open Forum – Apple Harvest Festival committee is meeting regarding festival for next year; comment about Reader's Choice sheet that is in Foothill Style magazine (ends August 10); comment about walking guide, suggestion to make it a PDF file downloadable from their website, comment about negativity around "noose" tee shirt image; Missouri Flat interchange opening 8/28, 10 am; good comments about Farmer's Market; Old Town Bakery opening soon

Executive Board Meeting Date – 4th Thursday of the Month, 8:30AM, August 21 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting September 4, 2008, at Cary House