

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – March 5, 2009

**Roll Call & Introductions** – 10 Board Members Present 27 Guests present

**Police Beat** – Chief Neilsen reported crime goes up during economic downturns; Rite-Aid Robbery Suspect apprehended; Industrial accident in 600 block of Main St; 3 police dept positions still open; Detective position is City's Scam Squad

**City Report** – Gary Pigg commented on loss of diversity within PDA when members step down due to differences of opinions; PDA is important to City; Need to have all viewpoints represented; Founders Day June 13, 2009, all sections of Placerville (Broadway, Main St, Placerville Dr) hosting events; Thanks to Lisa & all for fabulous Girl's Night Out

**PDA Business** – Jeff Thoma reported Crystal Newton & Roxanne Sefrain stepped down due to their objection of parking changes; City Council approved 3 hour limit in parking lots and 2 hour limit on Main St until May 31; Status of leased spaces in Milton Lot now that ANOVA has vacated; Have 3 Board positions available (Chris Cole resigned), nominations: Annette Schoonover, Deb Jensen, Doug Braatan, & Sue Rees, ballots will be distributed to Board and results announced at April PDA meeting; 2 vacancies on Parking Committee, no volunteers; Conduct at meetings will be respectful, need for respectful debate, no personal attacks will be permitted, need to keep background chatter to a minimum, difficult to take notes, meet with individuals after meeting privately, city staff is open to individual dialog

**CASA** – Tammy Troyer & Amelia Marquez are looking for support for CASA (Court Appointed Special Advocates) for their fundraiser: 5K walk with benefit concert, Sat May 23; PDA would like to send a team, contact Jeff Thoma 626-9700

**Highway 50 OPS** – Randy Pesses reported city received AACE award for wastewater treatment plant; Pedestrian Overcrossing: deck is poured and forms stripped, should be open end of March; Paving of interior streets and bridges will be done during the day, Mainline 50 paving still to be done at night; all paving should be completed in May; turn lanes have been painted and signed (lots of discussion); working on confusion at Spring St & 50; problems with ghost paint on roadway; problem w/ crosswalks and limit line; problems at Main St & Pacific left turn lane; Belltower Clock rings at 11:50

**Marketing & Events Report** – Lisa Crummett reported lots of positive feedback on Girls Night Out; 125 chairs at fashion show w/standing room only; restaurants were shoulder – to – shoulder with customers; Rhythm & Blooms Flower Power Fund Raiser coming up May 1<sup>st</sup>; Art Walk and Banners on Parade May thru Sept; Founders Day, Brewfest coming up in June; How about Oktoberfest? Need input from Restaurant Owners; postcards out soon

**Grant Report** – J. Thoma reported balance of \$17K with \$9K encumbered for Flower Power.

**Treasurer's Report** – Linda Johnson reported \$46773.64 in checking & savings

**Chamber Report** – Jody Franklin working on Business Showcase, Vacation Packages; talked about value of Jr Ambassador Program

**PACT Report** – Dave Machado reported PACT Open House April 22 at ANOVA Building; will showcase all commercial districts of City visions for development

**Open Forum** –K.Payne: need for walking tour; S Rees Kelsey's Needlecraft moving to ½ Tony Matthews; T Granados: need to stay open until 6 for our local customers, prefer 11-6 then 10-5; D Jensen: Cozmic Café open for business, new customers still discovering Main St; D Machado: Old City Hall price reduced to \$795,000, need for Design Review for properties on Main St; A Schoonover: another New Customer to Main St, better parking signage; S Rees: we have an incredible downtown with amazing diversity, we need to champion ourselves

Executive Board Meeting – April 23, 2009 8:30 AM Stamp It Rich

PDA General Meeting – April 2, 2009 8:00 AM Cary House