

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting agenda for Thursday, September 11, 2008; 8AM – 10AM Cary House

Roll Call & Introductions (8:00 – 8:05)

Business (8:05 – 9:30)

- **Mission Statement Discussion and Adoption** (8:05 – 8:45)

Our current mission statement is:

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Historic Main Street through special events and activities that attract visitors to the historic downtown business district.

- Proposed mission statements:

1. To [promote][foster] a healthy business environment catering to locals and visitors [through events & education].
2. To inform our merchant membership, and to provide the necessary resources and information to ensure our historic downtown area grows in a productive and positive way that enhances the quality of life for both visitors and our local community.
3. To provide information and economic opportunity for our downtown historic community to grow and prosper.
4. To enhance the growth of the downtown area by means of economic and participatory means that will benefit the local community and visitors alike.
5. Aid downtown economic growth to the benefit of local merchants.
6. Make more, spend less.

- **Long Term Plan** (8:45 – 9:45)

1. Blighted storefronts and windows – **Lou Lobue**
2. Grant Funding – **Bill Robinson**
3. Revitalization / Redevelopment – **Dave Machado**
4. Parking Management Plan – **Linda Johnson** and **Dave Machado**
5. Tour Bus Parking – **Linda Johnson**
6. Partnership with Red Hawk Casino – **Susie Huber**
7. State of the Street – **Carol Patton**
8. Hire additional staff - ?
9. Web site updating and development – **Bill Robinson**
10. Others