

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – April 2, 2009

### **Roll Call & Introductions** –

**Police Beat** – Chief Neilsen reported suspects in custody on crimes reported on at last PDA meeting; Officer of the Year = Chief Chaplain Tim Thompson; PPD gearing up for Fair, Wagon Train, Brewfest; chronic issues with transients, working with United Outreach for temp and permanent shelter

**City Report** – Gary Pigg commented on Community Clean Up Day April 18; 3 streetlamps have been hit / damaged, 1 suspect ID'd will pay for damages, other lampposts have to be paid for by city; coordinating with 3 business districts on Founder's Day / Wagon Train, radio campaign, and brochures

**PDA Business** – Deb Jensen (El Dorado Arts Council), Annette Schoonover (Winterhill Olive Oil Co) and Sue Rees (Kelseys NeedleKrafts) were elected to PDA Board to fill 3 vacancies. All 3 terms will expire at the end of the year.

**Main St / Cedar Ravine / Clay St Roundabout** – Randy Pesses reported on the roundabout scheduled for construction in 2010 and the impacts to parking. Current configuration will cause shortfall of 45 spaces. Preferred site for new parking is triangular lot on Locust St next to Hangtown Creek...adjacent to ED Trail, doesn't take up prime commercial space on Main St, improves aesthetics to Hangtown Creek. Discussion centered on parking along trail (behind Sweetie Pies), impacts to Farmers Market, additional parking on Locust North of Highway 50; need for business overlay for 600 block of Main St; relocated parking could be catalyst for upper Main; expand PDA boundaries to Broadway and west to Placerville Dr; Deb Jensen "turn our town into an oasis to the sea of asphalt of Highway 50, particularly along Hangtown Creek"; roundabout is consistent with approved Streetscape Plan

**Highway 50 OPS** – Randy Pesses reported Rick Tippett is no longer with the City; wrought iron railing is completed; Bedford Ave left turn pocket is open; Daylight paving of lower Main would require a complete street closure so idea was rejected by PDA members, we'll wait for the nighttime temperatures and all paving will be done by end of May 2009; punch list time; 87% work done within 92% of the time.

**Marketing & Events Report** – Lisa Crummett reported calendar of events cards & posters are avail; Rhythm & Blooms May 1, 2009 6-10 Town Hall to benefit Flower Baskets on Main St; Art Walk needs sponsors; 3<sup>rd</sup> Sat postcards; Car Show Sunday, May 17; Farmer's Market and Brewfest coming in June; "Things are happening RIGHT HERE on Main St!"

**Grant Report** – T. Granados reported balance of \$25589K with \$9K encumbered for Flower Power.

**Treasurer's Report** – T. Granados reported \$37450 in checking & savings

**Chamber Report** – Jody Franklin reported Visitor Guide out in May; LA Media Event 4/15; Tahoe Tourism Symposium 4/21; Chamber submits calendar of events to state, region, etc; Calif Cup FAM Tour 5/16; Military Vehicle Assoc Lincoln Highway drive 7/6 coming into Placerville

**PACT Report** – Dave Machado reported PACT Event April 29 at ANOVA Building; will showcase all commercial districts of City visions for development; City Council approved funding for the redevelopment feasibility study, should be complete in 60-90 days then have to form the redevelopment district

**City Council Report** – Dave Machado reported upcoming City council items: update on building at 301-305 Main St (Herrick & Bonsteel Brick Building; design guidelines for Main St properties

**Open Forum** – T. Granados, thanks to ED Arts Council using email to cross promote downtown events and activities, asking everyone to do the same; C Patton announced flower baskets will go up Sunday April 26 at 11AM using Les Russell's antique firetruck; Ross Branch from Congressman McClintock's office talked about their office watching what goes on in the communities, wants to participate, but can't bartend for Rhythm & Blooms; Kelsey's NeedleKraft is now open next door to Tony Matthews; Jim Vindeler will post update on rental space on Main St, please contact him with your information.

Executive Board Meeting – May 21, 2009 8:30 AM Stamp It Rich

PDA General Meeting – May 7, 2009 8:00 AM Cary House