

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – Dec 3, 2009

Roll Call & Introductions –

Creekside Trading Company and Pompeis coming soon

Police Beat – Chief Nielsen wished everyone a wonderful Christmas Season; commented on Festival of Lights estimated to have 3000 people, woman fell and broke her arm with compound fracture needed ambulance during the Festival, Bedford and Main intersection was closed during the Festival, think about closing to Cedar Ravine; Ped / vehicular collision on Broadway; Christmas Parade starts at 1 street closure will start at 12:30

City Report – Gary Pigg wished everyone Happy Holidays then reported on the Christmas Trees being up and thanks to Dolly Wager, the Chamber, the community and also PDA. Everyone is excited to have the trees back; He is doing his best to keep the Christmas Parade to 2 hours; employees and merchants please park in peripheral lots and save prime spaces for customers.

Business –2010 Antique Faire and 2010 Craft Faire discussion centered around whether or not to combine these 2 events into Peddlers Faire; No compelling reason to combine them was forthcoming; still striving for what is best for most; all our events have marketing value; find new dealers for both events to boost the bottom line; Antique Faire netted \$3173; Craft Faire netted \$3194; Carol Patton made motion to keep the Antique Faire and Craft Faire separate 2nd Kris Payne. Motion passed

Lisa Crummett commented on the PDA events and budget; Revenue in \$44931 Expenses out \$57554 Net loss of <\$12623>; Budget discussion will be coming in January meeting; Carol Patton passed around PDA Events sign-up sheet and PDA Committee Sign-up sheet; Reminded everyone that we need participants; comments about events that don't have >4 committee members, discussion next meeting; PDA Bylaws dictate that Board members sit on at least 2 committees; Don't have to be a board member to participate; Holiday Parking was revisited; Does PDA want to relax parking limits for the remainder of December; PDA would absorb costs of signage; time sensitive issue; probably hurt in the long run; employees abuse system currently; Les Russell made the motion to make no changes to parking this year and ask Council to remove it from their agenda; 2nd by Carol Patton. Motion passed

Marketing & Events Report –Lisa Crummett discussed marketing (recorder ran out of battery power) All the decorated windows look fabulous; the winners of the decorating contest are Tony Matthews, Metal Dragonfly, Canines on Main, winners receive a restaurant gift certificate; people love the decorations

Treasurer's Report L. Johnson reported a balance of \$44321 in checking and savings

Grant Report J.Thoma reported a balance of \$2000.

Chamber of Commerce –Jody Franklin reported that >300 people decorated trees along Highway 50 including a woman who lives in Reno; Profession Travel Writers coming in January; Jody needs information from merchants for her Mondays on Main Flyer, what to do, who's open, etc.; individual events can be added to the Chamber Community Calendar

City Council Report – Dave Machado reported the Redevelopment Feasibility Study coming to Council in January 2010; Zoning issue coming to PDA; 3 determinations in the zoning code, the use is not allowed, a conditional use permit is requested, or a use is allowed by right. Council would like to know what PDA thinks about Used Merchandise Stores within the Central Business District (PDA boundaries). El Dorado Realtors Can Tree in Belltower only for 5 days due to conflicts with Holiday Entertainment, then it moves to El Dorado Hills until Christmas; El Dorado Hills got the State Visitors Center

Open Forum – Diane Stading announced her resignation from the PDA Board and the closure of Wine Tasting on Main; Dominique Hopa representing Season for Non Violence would like PDA permission to participate in all PDA events from Jan through April, ensuing discussion regarding tying non profits with events and being bombarded with social issues everywhere and maybe some events should just be fun; Kris Payne reported the Fountain Tallman Museum received a grant from PGE so they can remain open.