

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – February 5, 2009

**Roll Call & Introductions** – A quorum was present

**Police Beat** – Chief Neilsen reported 2 Rite Aid burglaries with Oxycotin as target; 2008 statistics available; Placard in the crosswalk (like Broadway and Main)? Engineering to answer; Lower speed limit on Main? Probably no.

**City Report** – Gary Pigg reported MORE Workshop clients cleaning garage on Fri and Mon, may need to cut because of less parking revenue; Founders Day June 13, 2009, all sections of Placerville (Broadway, Main St, Placerville Dr) hosting events

**PACT Report** – Council Meeting Feb 4, 2009 PACT presented request for redevelopment feasibility study; City Council will hear funding ideas at March 10 meeting; PACT connects all of Pville together.

**Secret Shopper Report** – Dillon Johnston (Folsom Lake College Student) reported that the class visited 19 different stores in Dec. Results discussed. Individual stores results given to Lisa to distribute. For copy of the report see L. Crummett.

**Job One** – Kathy Matranga distributed survey looking for input from small businesses. Submit your ideas for economic recovery money. [www.co.el-dorado/humanservices/onestop.html](http://www.co.el-dorado/humanservices/onestop.html)

**Marketing & Events Report** – Lisa Crummett reported on combining Antique Faire with Craft Fair (Peddlers Faire), discussion. Antique Dealers promised to help with Antique Faire and Craft Faire. K. Payne made motion to keep events separate in 2009 with L. Johnson second. Motion passed. Lisa submitted budget for 2009 with deficit of \$4599. C. Patton made motion to approve PDA budget S. Young 2<sup>nd</sup>. Motion passed. Rhythm & Blooms Dance May 1<sup>st</sup> for Flower Power. D. Braatan asked about a post-construction street party. Youthfest July 26<sup>th</sup>, 2009. Jazz in the Plaza renamed to Music in the Courtyard.

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

**Highway 50 OPS** – Rick Tippet reported project is 86% complete; Pedestrian Over Crossing (POC), paving and final striping are last items to finish; Idea was presented to pave during the day so we don't have to wait until May; Bedford Ave signals activated in next 2 weeks; POC to open mid – March; Historic Main St sign has been installed on Placerville Dr

**Treasurer's Report** – Linda Johnson reported \$49,527.70 in checking & savings

**Chamber Report** – Jody Franklin working on Vacation Packages, Visitor's Guide, and Sierra Arts & Culture Magazine.

**Open Forum** – Jeff Thoma and value of ads in Cider Press; Tony Granados reminded us of friends who died this past month, Dennis Colbath (owner of Lighthouse), Brooke Colvin (daughter of Robbie & Dennis Colvin), Josh Hyde (chef at Café Luna) and Shirley West (realtor and lover of Main St); Bill Robinson and jobs with Census Bureau; Roxanne Sefrain wants every merchant to know what other shops on Main St offer; Kris Payne and the need for meetings to run smoothly; Clock repair now avail at Black Oak Mall

Executive Board Meeting – February 19<sup>th</sup>, 2009 8:30 AM Stamp It Rich  
PDA General Meeting – March 5, 2009 8:00 AM Cary House

