

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – January 8, 2009

**Roll Call & Introductions** – A quorum was present (9 of 16 Board Members present)

**Police Beat** – Captain Mike Scott reported DUI's down 30% from 2007 due in part to closure of bars on Main St – rash of commercial burglaries on Broadway, suspect has been arrested – auto thefts on the rise (including the Center St Garage), suspect has been arrested – cameras work OK until we need them. Diane asked again about lighting up the alley next to Cary House. Gary Pigg responded City will look into it.

**City Report** – Gary Pigg reported sidewalks, trash cans and stairwells all steam cleaned with monies collected from parking revenue. Cleaning scheduled again in March 09.

**PACT Report** – Dave Machado explained PACT (Placerville Area Convergence Team) and their work to create momentum to make Placerville THE place to live, work and play. PACT will make presentation to City Council on Feb 4 6PM on redevelopment and eventually ask City to fund feasibility study. Kris Payne made motion to support up to \$5000 toward feasibility study with other merchants associations contributing same. Money will be repaid with redevelopment money. Susie Huber second. Motion passed.

**Arts Council Report** – Deb Jensen and consortium of groups are reinvigorating 3<sup>rd</sup> Sat. Renaming to Placerville Art Walk and hours 4-8PM. Focusing on May thru Sept. Flyers going around requesting individual merchants co-sponsor. Deb's phone 295-3496 for more info.

**Marketing & Events Report** – Lisa Crummett gave an overview on PDA \$\$ for 2008, revenue of \$136,000 and expenses of \$132,000. Feb meeting she will have budgets for 2009 events to vote on. Distributed brochure from ED Dept of Human Services reminding us they are a business Resource Center. Wagon Train Route June 17<sup>th</sup>, Broadway 11-1 (Chili Cook-off and Craft Faire); Main St 1-5 (Founders Day Celebration) (12-6PM Street Closure); Placerville Dr 6-9 for dance. Girls Night Out Feb 27<sup>th</sup>, need your \$40 participation fee for co-sponsoring the marketing. Dave Morrill brought up interfacing with Red Hawk Casino and Linda Johnson is PDA rep with the casino.

**Grant Report** – Jeff Thoma reported balance of \$17K with \$9K encumbered for Flower Power. New flower baskets are being added this year around Cedar Ravine / Main and on Sacramento St.

**Highway 50 Report** – Rick Tippett reported ped overcrossing on Bedford open mid Feb; Ice & sanding issues dealt with and bridge to Placerville Dr is open, new surface for bridge slated for 2010. Paving on Main Line 50 done mid May when temperatures are warm enough. Opening right turn lanes as soon as paint can dry and orange cones will be moved; new signals working at Canal / Hwy 50 and Spring / Hwy 50. Rick will ask Caltrans for parking directional sign before Center St, Historic Downtown Placerville sign to go up on Placerville Dr near the Hwy 50 onramp.

**Treasurer's Report** – Linda Johnson reported \$54371.12 in checking & savings

**Open Forum** – Jeff Thoma stressed the importance of Feb 5 General Meeting for budgeting 2009 events; >8500 square feet available when ANOVA moves Jan 23; PDA website has leasing info on it; Murder Mystery on Main St Jan 24, 25, 26 see Diane at Whats the Scoop; Gelato d'Oro is for lease. Meeting adjourned 9:30.

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

