

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – June 4, 2009

Roll Call & Introductions –

Police Beat – Chief Nielsen reported the 5/13 bank robbery suspect is on his way to prison; PPD has 0 unsolved high profile crimes; gearing up for Founders Day, Fair, Brewfest; Ivy House Parking Lot still getting attention

City Report – Gary Pigg commented on Founders Day and recreating 1859; John Driscoll gave an overview on status of the City Budget; potential shortfall of \$900,000 resulting from drop in sales tax revenue and state taking gas tax & property taxes; asking for 10% pay cuts from employees, but still need layoffs; no Community Promotions Budget for 2010; PDA business license surcharge still going to PDA

Highway 50 OPS – Randy Pesses reported paving is done, permanent striping being done at night; left turn lanes on Main St at Pacific will remain dedicated left turns per Caltrans; Christmas Trees can go up if behind the barrier, ask Eagle Scouts to help with project; how about lights on Pedestrian Overcrossing?

PDA Business – Adam Adamson and members of BSA Troop 58 made a presentation of their Flag Placement Project. If anyone wants the troop to place flags in front of their store on National Flag Holidays, contact Adam Adamson @ 621-1111, cost is \$30 per year

Marketing & Events Report – Lisa Crummett reported Founders Day Sat June 13 street closure 11:30 – 6:30, 13 - 15 wagons on Main St from 2 – 3; Brewfest June 27th Merchants need to contact brewery personally, street closure will be from Sacramento St to Clay St; Craft Faire & Antique Faire applications going out now; Street Closure for July 18th Artwalk 5PM; Signs on Mainline 50 need to say event; Motion to purchase signs for Highway 50 and for Welcome to Placerville 1st Kris Payne, 2nd Diane Stading. Motion passed unanimously; Doug Braaten and Les Russell to identify events.

Grant Report – J. Thoma reported balance of \$16336

Treasurer's Report – L. Johnson reported \$29,227.88 in checking & savings

Chamber Report – Jody Franklin discussed value and ROI of advertising with Visitors Authority; cooperative advertising gets 4-10 times value of your \$\$; State spending \$51 million on tourism for next 3 years; 7/5 debut of Experience El Dorado and Channel 10, Marilyn Ferguson and Main St will be featured in 1st segment; Tom Browkaw doing Highway 50 series starting in Maryland, Jody is attempting contact.

PACT Report – Dave Machado reported the conversion of Empire Theatre to a performing arts center was the top vote getter at the PACT open house; PACT will commence shortly with fund raising campaign to help with Redevelopment District; another PACT Open House scheduled 7/15 for general public

City Council Report – Dave Machado gave an overview of 301-305 Main St (Herrick & Bonsteel Brick or Hangmans Tree Building), owners have submitted to Planning Commission that building is structurally unsound and historically insignificant, if approved a demolition permit will be issued; Sandwich Board (A Frame) Signs are illegal on the sidewalk, potential enforcement issue; discussed Design Guidelines a committee was formed including: J. Thoma, K. Payne, L. Russell, S. Rees, L. Johnson, M. Ferguson, D. Braaten, G. Pigg

Open Forum – B. Robinson talked about 34 Banners on Parade and they are absolutely “incredible”; L. Johnson commented on opportunity for merchants to display coupons at Wed Night Main St Farmers Market at the Belltower, starting June 17th; L. Russell commented that \$1000 budgeted from Grant for Art Mural on Highway 50 and Canal St be reallocated to Christmas Trees, J. Thoma reported that the \$1000 was already back in General Budget.

Executive Board Meeting – June 18, 2009 8:30 AM Stamp It Rich

PDA General Meeting – July 2, 2009 8:00 AM Cary House