

Meeting Minutes – June 3, 2010

Information –

Wagon Train Saturday June 12, 2010 will be coming down Main St. Please dress up and get in the spirit. Winter Hill celebrating birthday. Co-op marketing with Winter Hill contacts Annette. Clean your windows, PLEASE. Take down tape and old posters. Keep your business clean.

Roll Call & Introductions –

Police Beat – Chief Nielsen

June is the busiest month for the police department. Car show went very well as far as public safety. Huge turnout. Wagon Train/Founders Day. There will be events on Broadway and Pville drive. County Faire is coming June 17 – 20. Brewfest 6/26/10. Arrests have been made for residential robberies. Domestic violence/drunk driving pursuit ended in arrest.

City Report – Gary Pigg – Mentioned streetlight that is out.

Doug asked if there was any word on break ins in the last month. Chief said he would have to follow up on these incidents and report back.

Carol Patton discussed her tango classes on Thursday & Tuesday. Turnout has been between 10 to 15 participants. Cost is \$50 per month per class. Tuesday 6:30 to 9:00. Thursday 7:00 to 9:00. These are a 2-month course.

Board position:

Shelly resigned from the board and we have a volunteer Bev Fraga will take Shelly's position on the board.

Business

Sam discussed the new credit card regulation. Banks can no longer pay an overdraft when debit cards are used unless the customer opts in. You may have more cards declined. Banks must get the approval of the consumer to opt in to grant overdraft to their account. 1 out of 20 use this overdraft service.

More discussion in July.

Business walk taking place Friday June 18, 2010.

PDA booth assignments. Some have signed up to work the booth. The booth will be up at almost every event to sell tote bags and depending on event we may sell pretzels and water. Coupons will be added to bags from merchants. Bags sell for \$5.00. If you want to add a discount or coupon to the bags, contact Annette at Winterhill.

We now have a new merchant welcome package. Lisa stated the packages contain information about downtown PDA meetings lists of events and general information and phone numbers. Annette has a small supply at Winterhill.

The California El Dorado Welcome Center is located in Town Center El Dorado Hills.

Marketing & Events Report – Lisa discussed the Wagon Train event shoot out at noon. The streets will not be closed. Wagon Train should be down about 2:00pm. Farmer's Market 6/16/10 will be first one on Main St. Information for person handling the booth is available from Annette. Craft Faire and Antique Faire are receiving participants. 40 breweries are coming to brewfest. Some restaurants will serve food on the street. This is our biggest fundraiser. Banners have been installed. Brochure on the banners is in the making. Music in the courtyard starts 6/5/10 every other Saturday.

Treasurer's Report: We have \$27,793.53 in Checking and Savings.

Grant Report: \$5800 – spoken for

Chamber of Commerce City Council Report: Monday, 6/7/10, cowboys and cornbread. event is free at the Chamber of Commerce. Chili and wine tasting and entertainment. 4:30 to 8:00

Pact Report: Secured \$15000 from Wells Fargo – Redevelopment secured \$15K to help support PACT to kick off redevelopment. This will help stimulate funding from other businesses.

Anyone who is a sponsor of Art walk and want to promote your business, get it to the art council.

Open Forum: 3/50 project. Go to the website and read about it. Encourage customers to shop local and explain that the money stays local. Thank them for shopping downtown. The 3/50 project is all about what 3 businesses would you miss if they went away. If half the employed U. S. population spent \$50 each month in independently owned businesses, their purchases would generate more than \$42.6 billion in revenue. Go to 3/50 website and read up on it, print out brochures (free) and pass them out. It reinforces how important it is to keep our money local. It helps the whole community.