PLACERVILLE DOWNTOWN ASSOCIATION Attend the City Council Meetings

Meeting Minutes – August 5, 2010

Information –
Tony mentioned there will be 3 tour busses with student/adult travel professionals coming through Placerville on 8/27/10. If you would like to promote your business get your information to the Chamber by 8/13/10. They are student tour operators.
Craft fair will be 8/8/10.
Girl's night out 8/28/10. The street will be closed.
Kacie's ride for hope will be on 9/11/10 by the bell tower from approximately 8:00am to 10:00am.
A representative for the project behind K-Mart wants to speak to PDA about what their forecast is and what might be the businesses they may bring in. Main focus is to let everyone know this would benefit Placerville.
Police Beat – Chief Nielsen - National Night Out was held on August 2, 2010. Very good turn out with little problems. Thanks to all the volunteers. This is a great event to build relationships, solve problems and reach out to the community.
There has been an increase in shoplifting. Please be aware of description, direction leaving, and license plates if able. Do not try to apprehend, call police. Video tapes are a great deterrent. Create a phone tree with other merchants.
Business Report
Annette discussed **Live One Care software** on your computer. Take it off as it has a virus. Share with your friends to remove this.
City Report – Gary Pigg - confirmed the success of National Night Out. The streetlights are fixed.
Marketing & Events Report: The Wednesday Farmer's Market booth has coverage for every event. Get your menus or discounts to Annette or Ann to promote your business. They will be put in the PDA green bags.
Bill Robinson discussed the **44th annual Motherlode Art Exhibition** to be held 8/15/10 through 8/29/10 at the Shakespeare Club. This event promotes visual arts through workshops and exhibitions and more.
The craft fair has almost 100 vendors. Great weather should bring out a large crowd.
Girls Night Out 8/28/10 the street will be closed for the first time. There will be a band at the bell tower. Lots of activities throughout Main St. PDA will be selling no-jitos and bags during the event.
Kacie's ride on 9/11/10 is an event to support violence free relationships.
Antique Street Fair (apple festival) will be held on 9/26/10. This year we will be selling "walking pies" donated by Kids, Inc. Some activities will be added for kids and families, apple walk, beanbag toss. More information to come. Working towards partnering with Apple Hill.
Art and Wine is coming: We strongly encourage you to support this event by hosting a winery. Fee is $60.00 which goes straight to the winery and then the ABC license costs $25.00. Sponsors are River City Bank and El Dorado Winery Association.
Christmas event will be discussed later in the season.
Some of our events and pictures are now included on geo tourism calendar. Go to Sierra Nevada geo tourism to see what is included in this partnership.
California Small Business Tax Tuesday 8/24/10 offering two presentations, one in Auburn and one is Placerville. Information of business taxes. Must RSVP.
Celebrate Happy Hour on Main St. New idea to bring business downtown during typically slow times. You could offer sales or special offers during this time. More information/discussion to follow.
When you shoot email blasts out, mention events on Main St.
Treasurer's Report: $48,847.00
Grant Report: All funds spoken for.
Chamber of Commerce City Council Report: - Jodie Franklin There has been several travel writers visiting Placerville. This is a great way to promote Placerville. Extreme tourism coming in August 2010. This is a TV show. They are coming to Tahoe and Placerville.
PACT Report: Dave Machado. Discussed redevelopment. City Council faced with budget cuts and where to cut services. Closing the public restroom to eliminate cost of maintenance was discussed. The City is looking for ways to fund this cost. Measure H – ¼% sales tax increase will be on the November ballot. This increase is earmarked for sewer repairs. Old City Hall had an offer but offer fell through.
The old City Hall building is for sale for $625,000.00. Discussion is ongoing regarding the old Hangman's Tree building.
PACT: Wells Fargo gave $15K towards redevelopment. PGE will be providing some funding. Still raising funds.

Submitted by Ann Totherow