

Meeting Minutes – April 1, 2010

Roll Call & Introductions –

Tony asked merchants to make us proud, decorate your windows for Apple Festival and Wagon Train, rent costumes. Notify PDA with event information for cross-marketing ability. Utilize your newsletters to full advantage. Send all your marketing events to PDA Secretary and it will be distributed.

Police Beat – **Chief Nielsen** mentioned the ambulance incident and that it was very traumatic for all concerned. PPD is focusing on Ivy House lot, Skate Park and Broadway, preparing for the issues warm weather brings.

Merchant of the Month: Zia's was chosen for Merchant of the Month. Sherry was very appreciative of all the support and mentioned they are bringing in Armadino Batel salami from Seattle, Wa. Zia's will slice and Dedricks will sell full sticks of salami.

City Report – Gary Pigg – An attorney for the Heritage Association has contacted the City and they are challenging the outcome of the destruction of the old Hangman's Tree building. Community clean-up.

Jeff Thoma – **Grant report** discussion to dissolve remaining funds. Request to take \$800.00 for group Cider Press ad. Motion made by Linda Johnson to take \$800.00 out of funds for Cider Press ad seconded by Sue Rees. Voted and passed.

Second request for balance of the funds of \$4,484.00 to be given for the redevelopment project (from Dave Machado) the balance to be pulled from other PDA funds to complete the \$5K requested. Motion was made by Scott Ingrahm to loan the \$4,484.00 to the redevelopment project with the remaining \$516.00 to be pulled from another PDA fund and to be repaid at the same rate as the City. Seconded by Sue Rees. Voted and passed. Finance Committee to discuss where to come up with \$516.00.

PDA will not sponsor the Farmer's Market but will set up a booth to market PDA items. Merchants may set up booths at the Bell Tower. But you must fill out an application.

Business – Linda discussed new merchants coming to downtown Main St. We need to diversify and offer customers different unusual products.

Ann spoke about the procedures merchants should follow when they receive a bad check and she will email those procedures out to everyone. Also there should be guidelines for businesses to have a central place such as the PDA Secretary to combine bad checks when reporting to the District Attorney. You must take the CDL # to make it easier for Law Enforcement to find the person.

Annette will discuss the 3/50 project next month.

Linda discussed GNO. Weather was not great so many people did not come out. In the past we have been very lucky and we may want to discuss having the event on Saturday night. Sue Rees stated the scavenger hunt had 75 participants. Down from last time.

Marketing & Events Report –Rhythm and blooms. Pre events/wine tasting at Fusion and tips go to Rhythm and blooms. Kelly will be belly dancing. March 16, 2009 Steamers will host a benefit bartending event with a portion of house beer funds to Rhythm & Blooms leading up to March 20 at Midtown Mall for the event. Event starts at 7:00pm.

Less Russell stated the car show is getting in full gear. Date is May 16, 2010

Chamber of Commerce –Jody Franklin is working on a Wild West walking tour. Chamber has the business showcase on March 19, 2009 on Friday night only. Free to attend. Newsletter each month on the database. Let them know if you have any specials and Jody will put in newsletter. There will be an ad in Via. Chamber wants to promote PACT wants PDA members to attend Wed 3/10/09 at ANOVA to show support. Call Charlie Downs to let him know you want to attend. There will be a City Council special meeting 3/18/10 at 7:00pm regarding decision to lower water rates. PACT report – thank you for \$5k.

City Council Report – Dave Machado mentioned with the sewer and water rates so high ideas are being thrown out there to help lower rates. Maybe a sales tax increase .25%. Any ideas? Any concerns?

Treasurer Report: Linda stated we have \$31,529.73 in checking and Savings

Open Forum - Doug mentioned there are still openings in the Cider Press. \$325.00 to advertise.

Ann mentioned the Apple Blossom Festival. Trying to create an event this year by event for child prince/princess. Decorate windows pink/white/red (apple) theme.

Ann met with a group of local educators to bring a children's museum in Placerville. Still very preliminary. Will update as it progresses.

EL Dorado County Office of Economic Development organizing a business walk. They will come around and discuss what can be done to promote businesses. Develop thoughts on economic development.

Sue Rees said Girls Night Out made the LA Times.