

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – March 4, 2010

Roll Call & Introductions –

Tony announced Apple Blossom Festival to be held 4/17th and 4/18.

Bring your donations for auction to annieberries for the Rhythm and Blooms event.

3rd Saturday Art walk looking for more sponsorship, to be held May through October.

Police Beat – **Chief Nielsen** discussed the annual crime statistics. Every community reports to FBI the statistics of various crimes in their area. 2009 had zero homicides. Between 2004 to 2009 crime reduced 53%. Overtime and staff has been reduced. Between 1999 and 2009 18 sworn officers and there are now 17.

City Report – Dave Machado – City Council denied appeal to tear down the Hangman's Tree building. There has not been a permit pulled to demolish at this point. There was a motion by Carl Hagen to put a fence around the building and parking within 30 days and to contact PDA with details of the tearing down of the building. No details

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.