

Meeting Minutes – September 2, 2010

**Information** –

September 11, 2010 – Kacie’s ride for hope. Open early for the riders. Support the event.

September 26, 2010 – Antique Street Faire – This year we are selling apple empanadas and kids inc donated pies to be given at the pie walk.

October 16, 2010 – Art and Wine Festival. This is a big event. We encourage all merchants to participate by hosting a winery. The fee is \$60.00.

**Police Beat** – Chief Nielsen -

The Chief discussed 2 cases in August one that turned out to be theft/conspiracy staging an assault involving a stolen credit card and one involving a pursuit and assault on an officer.

National Night Out was very successful with 21 venues and 3000 people participating.

El Dorado High School had a 10-year reunion hosting a 10-year span 1967 to 1975 at the fairgrounds.

Girls Night Out went well with no public safety issues.

School is back in session bringing kids to downtown after school. Report to PD any problems.

Staffing has been an issue with a few injury issues causing some problems covering shifts.

**City Report** – Gary Pigg - The public restroom hours are now 10:00am to 6:00pm to help cut costs.

City Hall will be closing every Friday beginning September 10, 2010.

Beginning September 25, 2010 clean up of the river and hangtown creek by Sierra Nevada Conservancy and American River Conservancy starts.

**Guest Speaker** – **Robin Delfino** – Cider Press –discussed Cider Press is online now and received over 1600 visits in August. They offer the ability to click on the businesses who advertise and go directly to their website. For Spring 2011 the Apple- Hill Organization is onboard for partnering with PDA during the Apple Blossom Festival. The festival is in April 2011. Deadline is October 2010.

**Guest Speaker** – **Michelle Smira** –**Principal MMS Strategies** discussed the Diamond Dorado project in Diamond Springs.. There are 2 projects that are planned for Missouri Flat Road. one is “The Crossings” and 2<sup>nd</sup> is “Diamond Dorado”. Michele brought information about what the site will look like and discussed the types of stores that will anchor the site to stop the revenue leakage from El Dorado County to Sacramento area. The site will house 280K square feet. This may house 1 large and 2 small anchor stores. There are many stores already interested such as Costco. The Crossings project rendering located on Missouri Flat and Headington Rd. captures more family atmosphere such as ice rink (outside) and community interest.

**Business** – Nominations are up again for PDA Board. Interested parties please sign up. It really helps to get all merchants involved. Nominate someone else or yourself.

The Brewfest was actually \$2K short of goal. The craft fair made \$1200 over goal. Girls Night Out had mixed comments on attendance.

Vendors are signing up for the Antique Faire. PDA is adding a booth to sell pies and bags. 26 wineries signed up for the Art and Wine Festival. The holiday committee will be meeting in October to begin preparing for Festival of Lights.

Pop art business opening next to Elements.

Teen consignment opening in courtyard by Café Luna.

**Treasurer’s Report: \$36K**

**Grant Report:** All funds spoken for.

**Chamber of Commerce:** No report.

**City Council Report:** - The redevelopment is underway. It will be finished in 10 to 11 months.

Vendors of the Farmers Market are willing to pay more for space and those funds could be used to pay for keeping the restrooms open. Huell Howser, who does travel television is coming to Placerville . Merchants are coordinating a meeting with Heritage Association and City regarding the Hangman’s Tree building

**PACT Report: Dave Machado.** Bricks, new restaurant is back continuing construction.

Christmas trees are going back up this year. Butterflies have been placed along hwy 50 for the concert. Rocky’s is closing their store. Sierra Rizing closed.