

**Placerville Downtown Association**  
**Meeting Agenda for Thursday, October 7, 2010; 8AM – 10AM Carey House**  
[www.placerville-downtown.org](http://www.placerville-downtown.org)

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Main Street through special events and activities that attract locals and visitors to the historic downtown business district.

**Information for Members** –

Art & Wine Festival – October 16, 2010. Please get your hosting fee to Stamp it Rich.

Holidays are approaching – Take a few minutes to get to know your fellow merchants and what they carry so you can refer customers. Introduce yourself.

In order to sustain a viable active Main Street, we need active participation. None of us will be successful if no one participates to bring people downtown.

**Roll Call and Introductions** (8:00-8:05)

**Police Beat** (8:05-8:10) – Chief Nielsen

**City Report** (8:10-8:15) –

**Business**

Please clean sidewalks and windows. Make a great holiday impression.

Tony – Discuss committee members and their responsibility to the event they are on. Please remember to support your event and every committee chairperson will write any marketing articles that are used to promote that event.

Pat Barron – Kacie’s Ride for Hope

Tony – Discuss possible movie to be filmed on Main St.

Nominations: Board members 2011-2012 team. Discussion regarding the reduction of the Board from 16 members to 12 members. Board members are taken off the board after they miss 3 meetings.

**Marketing:** Lisa Crummett

Wrap up Antique Street Faire

Discuss Art & Wine Festival

Happy Hour Tuesdays – 4 to 6

Christmas Committee will be meeting soon to discuss Festival of Lights and

Boys (Mens) night out – Offer raffle for big ticket item – December 17, 2010 (Friday) 6:00pm to 9:00pm.

**Business** (8:15 – 8:50)

**Treasurer’s Report** (9:15-9:17) – Linda Johnson

**Grant Report** (9:17-9:20) – Jeff Thoma

**Chamber Report** (9:20 – 9:30) – Jody Franklin

**City Council Report** (9:30-9:35) – Dave Machado

**PACT Report:** (9:35 – 9:40) Dave Machado

**Open Forum** (9:40-10:00)

**Next Executive Board Meeting Date:** 8:30AM, October 21, 2010

**Next PDA General Meeting Date:** 8AM – 10AM, November 4, 2010

<b>PDA Board of Directors 2010</b>			
(09-10) Tony Granados (P)	626-9161	(10-11) Susie Huber	622-0111
(09-10) Linda Johnson (T)	344-0452	(10-11) Scott Ingraham	626-6400
(09-10) Dennis Thomas	622-3186	(10-11) Deb Jensen	295-3496
(09-10) Kris Payne	626-6474	((10-11) Mary Meader	622-4510
(09-10) Denise Allison	626-8362	(10-11) Sue Rees	622-6205
(09-10) Jeff Thoma	626-9700	(10-11) Doug Braaten	295-1007
(09-10) Ann Totherow (S)	626-1444	(10-11) Annette Schoonover (VP)	626-6369
(09-10) Sara Young	622-4900	(10-11) Bev Fraga	626-3425
Lisa Crummett, Marketing Director	644-2276		