

PLACERVILLE DOWNTOWN ASSOCIATION Attend the City Council Meetings
Meeting Minutes – October 7, 2010

Information – Please clean windows and sidewalks. Tear down flyers. Make a good Holiday impression

Police Beat – Chief Nielsen -

Police Department now dealing with after school hours kids hanging out under bridges. Ivy House lot has been the focus.

All current events went well without incident. Art and Wine and Halloween coming up and we will be staffed for these events.

City Report – Gary Pigg - Vote on November 2, 2010.

Business –

Due to some complaints regarding an article in the Mountain Democrat regarding a PDA event the Executive Board would like to recommend that committee members write their own article, give Lisa carte blanche to write the article or have Lisa write the article and the committee review it.

Kacie's Ride for Hope-Pat baron discussed that he was very grateful for Main Street event. He hopes we all had a positive experience. He would love to come back next year. The only problem was Center Street was blocked off to the parking garage. \$18,000 given to the Center from the event.

Discussion about possibly making new signage for the closure of Main St. so people know the street is closed for event but stores are open.

There is a film coming to Placerville called 180 days. Chris Hemmingway discussed the alleyway and bell tower will be the location of filming. Family film about an Indian Dr. coming to the United States to practice medicine marries the love of his life and discovers he is dying of cancer and has 180 days left to live. They may start filming on 10/18/10 in San Francisco and will be in Placerville 10/25/10. Kathleen Dodge worked hard to get the film in Placerville.

We need participation on the Board of Downtown Association. Volunteers for Board members are as follows: Carol Patton, Les Russell, Dennis Thompson, Sheila Hill, Christine Najera, Chris Payne Bill Robinson and Denise Allison will be on ballot next month.

There was discussion on reducing the board member numbers from 16 to 12, as many members have not been attending meetings. The bylaws state if you miss 3 meetings you will be removed from the Board. Events rely on Merchants to participate on committees. If merchants do not attend the PDA meetings or participate on committees the events will not happen. Events are very important to a vibrant downtown. Encouraging the public to come to Main Street to see what is happening. The reality is we need to throw our whole body and weight into making Main Street thrive. The Executive Board will review the bylaws and bring to next meeting what is stated regarding the Board member information.

Marketing: Lisa Crummett

Antique faire -We had 89 vendors. We were \$560 short of our goal. Five vendors said they were coming and RSVP'd and did not show. 106 spaces for craft faire and we made \$4K and \$2600 on antique faire. We had the apple PDA booth. We sold out of walking pies by 10:30am and sold water, apple cider and made \$146.00 profit. Thanks to all the volunteers.

Art and wine on 10/16/10. Very light on ticket sales. Online tickets are 4 tickets for \$100 or \$30 each elsewhere. Please put out some nice snacks for event. 35 wineries and 34 posts. Light on goal for brewfest and antique faire so in order to cover costs for Christmas we need to make numbers for Art and Wine.

Christmas Festival of Lights. We have some new ideas. Maybe a fire pit, games, advent calendar. Boy's night out on 12/17/10 with a raffle item.

Happy hour Tuesdays begin 10/19/10. The hours are from 2:00 to 6:00 and you can have special offers to encourage shopping local. Please help come up with ideas to promote the Happy Hour Tuesdays. Merchants need to be proactive to help PDA provide ideas to bring shoppers downtown. Let's unite as a great Main Street and promote other businesses and stay open.

Treasurer's Report: \$20,242.00 (all committed)

Grant Report: All funds spoken for.

Chamber of Commerce:

The budget has been cut 37%. Jody is trying to get more groups on the street. Junior ambassadors are amazing how they act in the community and looking for meaningful participation on Main St. Christmas trees are coming to highway 50. Sign up now.

Welcome packets for groups coming to the area to help build relationships. Get discounts or information to the Chamber if you would like something in the packets.

California restaurant week in January. Possibly a progressive dinner. Emails coming out to restaurants if you want to participate. Chamber website promotes Downtown as well as newsletter.

City Council Report: - PACT Report: Dave Machado

New City Manager starts 12/1/10. October 20, 2010 – Candidate forum Town hall 6:30pm