

PLACERVILLE DOWNTOWN ASSOCIATION Attend the City Council Meetings
Meeting Minutes – December 2, 2010

Information –

Main Street annual Christmas parade – Sunday December 5, 2010

We encourage merchants to stay open late at least Friday and Saturday.

Guys Night Out – Donations needed for the BBQ raffle prize.

Once again, a big thanks to all the merchants who supported the cooperative marketing

Police Beat - Captain Mike Scott stated the Festival of Lights was a great family event with no incidents

Annual Christmas Parade on 12/5/10 – Street closure begins at 12:30 – Parade begins at 1:00

There has been a few vandalism and theft incidents on Main Street at night. The Placerville police state that Main Street is the most traveled street for them.

City Report – Gary Pigg -

Thanks to the Chamber of Commerce and the El Dorado Tree Growers for the wonderful trees on highway 50.

Please report any vendors who may set up a booth in parking lots. Contact City Hall or Placerville Police.

Merchant of the Month - New Unto You is both new and consigned clothing for ladies. They are located in Creek side Place. Their hours are 11:00am to 6:00pm Tuesday through Sunday.

Business:

Pat Barron stopped by to let us know he would love to Kacie's Ride for Hope again on Main Street 2011

The Chamber of Commerce is offering a discount card to consumers via local businesses. No cost to merchants. Consumers can log onto the Chamber's website and see that your business is a participant and receive whatever discount you may offer. The Chamber also wants merchants to sell these discount cards. Still up for discussion.

Merchants discussed the events for 2011. Sign up sheet is now available through Lisa. We encourage all merchants to at least sign up for one event. It takes a lot of people to pull these events off. These events are to market Main Street and help bring people to downtown to see what we have to offer. The more help we have the better the events.

Events to include:

Girls Night Out –Feb

Rhythm & Blooms

Bell Tower Brewfest

Girls Night Out – August

Craft Fair

Art & Wine Festival

Festival of Lights

Merchants Open House

Guys Night Out

3rd Saturday Artwalk

Hangtown Carshow

Banners on Parade

Music in the Courtyard

Kacie's Ride for Hope

September Car show

Trick or Treat on Main Street

Holiday Parade

Possible New Events & changed events

Apple Blossom Festiva

Founder's Day

Wed Farmers Market

Placerville "ROCKS"

Bastille Day – Rediscover Main St.

Have any ideas for an event on Main Street? Come to the meetings First Thursday of every month at the Cary House at 8:00am.

Marketing:

Festival of Lights brought lots of people and we had great weather. The games and coffee stand made PDA about \$700.00.

Parade on Sunday begins at 1:00. Street closure begins 12:30

Santa Visits at Kiddlywinks 12/5/10 and annieberries 12/11 and 12/18

12/17/10 Guys Night Out – There will be a wrapping station at annieberries and raffle at Placerville Clothing

Winter Hill will have Hog Wild bbq at their store with samples

Local Happinings:

Rocky's Art and Frame closing January

Gold Smith is open on Main Street

Minute Man Press is offering PDA 1000 postcards for any event if he can put his logo on the card

Minute Man is also offering bids for printing. Go to him before you go online as if there is an issue you will be dealing with a local merchant.

Shelly from the hotdog stand is leaving Placerville. The stand will be open until she is able to sell the business.

Chamber of Commerce: No Report/No City Council Report