

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – September 4, 2008

Roll Call & Introductions – A quorum was present (13 of 16 PDA Board members present)

Police Beat – Chief – have been dealing with skateboarders, skate park, bicycles, transients & gang issues downtown & have had extra patrols throughout summer, arrests for drug activity in garage; small park at Ivy House parking lot is a problem they are working on; craft faire went well; 10/4 fundraising event at Town Hall for bloodhound program; visit from Governor to Placerville re budget impasse which is affecting Placerville too; question re Bedford and all the traffic problems due to light timing, kids on the stairs at the garage

City Report – Gary Pigg – Community Cleanup Day coming 9/27, 9-3, behind the Library; UC Chico providing workshop on 11/7, 2-4 pm in El Dorado Hills entitled “Understanding Your Local Economy,” which will be about how economics affect our local economy (call 530-898-4598 for more info); all trashcans were cleaned & liners replaced; will be doing some spot cleaning of sidewalks and will completely clean sidewalks after Halloween; Christmas Trees along Highway 50 will happen this year, Chamber is accepting applications for decorating trees

Business Brainstorming Meeting Scheduled – Meeting will be on 9/11/08, 8am at the Cary House, Carol Patton facilitating, agendas available at this meeting

Business – OSHA posting requirements: have had some imposters going around asking to look at your OSHA posting and want to charge you large amount for poster; can buy the package from OSHA for \$59.95 (or free download off the web at <http://www.dir.ca.gov/>); parking validation & group insurance discussion – Doug Braaten: Doug spoke about getting group insurance (medical, worker’s comp) through PDA downtown—would need committee, parking validation: could have parking rebates with signs and/or stickers to try and help parking issue (city is open to some plan)—still needs to be worked out via committee (Linda Johnson & Dave Machado will help)

Announcements – City Marketing funds spending report: Lisa Crummett – went over funds given to PDA by City, Carol Patton made a motion to approve the City Marketing Funds budget as submitted by Lisa, 2nd by Sara Young, motion carried (show of hands); Marketing & Event report: Lisa Crummett – Girl’s Night Out was great success, trying to fill Antique Faire (declining), Art & Wine Festival will have fewer wineries—anyone who wants a winery needs to get check in ASAP & already selling tickets, Bill Robinson talked about the 24x36 Banners on Parade posters that are available (could also have a poster made of individual posters); stagecoach rides will be every 3rd Saturday; will set a date for a candidates forum for City Council members at Cary House (candidates are Dave Machado, Mark Acuna & Kathy Nerwinski) for sometime in October; PDA Board elections coming up (nominations in October, ballot goes out week after nominations, voting results announced at November meeting, Exec Board nominations & elections in December), people that need to be replaced are Mary Meader, Bill Robinson & Sam Muscarello; holiday lights: Lisa Crummett – will replace dimming lights and fix those that are down, will be putting new clips where we can afford it

Highway 50 Project – Gary Pigg – Westbound Placerville Drive exit off of Hwy 50 will be closed starting Sept 15 for 2 weeks (eastbound will remain open), Hwy 50 shut down for short times when they are blasting, bridges are on track for all lanes to be open by end of October, suggestion was made to get phone numbers/contact information for Mitchell (Randy Pesses will get info to Secretary)

Grant Report – Jeff Thoma – grant request for tour guide has been rescinded; balance in grant fund is \$34,531 (does not include \$9k approved last month and \$2k for KHITS ads)—so real amount is \$23,500; one request from Carol Patton to increase number of flower baskets from 8 to 20 next year (\$9k): grant request would provide 12 new baskets, replant the existing 8 baskets, buy a water tank, & buy wages for MORE folks to water plants not on city water; Sara Young made a motion to approve grant, 2nd by Ann Totherow, Lisa Crummett went over the PDA Grant Funds and how they are allocated (approved)

Treasurer’s Report – Ann Totherow – have \$66,126

Chamber Report – Jody Franklin – had raffle tickets for Thunder Bike (will be given away at Chamber Mixer), Eye on the Bay was here to do reporting about PV which will be airing at end of Sept (can see it online too); working on RFP for Tourism (funding tight)

Open Forum – Last two weekends of September is the Placerville Art Association Studio Tour (87 artists in 35 different locations), tour books available at various locations; use PDA website to publicize your business—send info to Sharon Baldwin for free advertising; Christmas Trees: growers donating 70 trees, room for many more (up to about 140 spaces potentially available long-term); put a link in your website to PDA website (www.placerville-downtown.org); need to make sure staff in stores know what businesses are on Main Street so we can keep business in Placerville; now have 3 business associations in Placerville (PDA, Broadway & Placerville Drive), suggestion for PDA to coordinate with other business organizations; downtown Jackson has put bags on their downtown parking meters and gave people 3 hours parking downtown—we need to think about that too to keep people downtown for shopping, dining, strolling, or free November & December parking downtown

Executive Board Meeting Date – 4th Thursday of the Month, 8:30AM, September 18 (Stamp It Rich)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting October 2, 2008, at Cary House