

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – December 4, 2008

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

Police Beat – Captain Mike Scott – Night before Thanksgiving was very quiet; doing as many foot patrols downtown as possible; if you witness any drug dealing going on downtown, please report it to police with as much information as possible; Gary Pigg & Randy Pesses will look into getting some kind of lights into the alley by the Cary House for safety

City Report – Gary Pigg – Announced flu shots at town hall and Christmas parade on Sunday (should be shorter)

Business – Secret Shopper Program – Students (Students of Free Enterprise) from college visit shops in town (incognito) and evaluate their experience and give feedback to merchants (will not tell anyone else), will give PDA an overall report card—did a show of hands of PDA Board members and all present approved; Marketing & Event Report: Lisa Crummett – lots of people for Festival of Light, Girl's Night Out scheduled for Feb 27, stagecoach rides on weekends, Santa Claus will be downtown at Kiddy Winks and Courtyard Café, SHIELD folks will be at garage during the last weekend; Executive Board nominations & elections: Carol Patton nominated Jeff Thoma for President, Tony Granados for Vice President and Linda Johnson for Treasurer, 2nd by Sam Muscarello, Tony Granados nominated Carol Patton for Secretary, 2nd by Diane Stading, all Board members approved; 2009 events & committee signups – Lisa Crummett: went over proposed list of 2009 events, Carol Patton made a motion to approve all events, Sara Young 2nd, and all Board members present approved; PDA website redesign update: Lisa Crummett – talked about new PDA website design and will have Bill send around the link so people can see the new design; Dave Machado asked about the possibility of putting info on the PDA website about businesses & buildings that are for sale or rent (Dave will take this on)

Highway 50 Project – Project has a new manager so project is moving faster; hoping to turn on the new traffic signal at Canal Street in two weeks and the new traffic signal at Spring Street in 3 weeks; have asked to close Bedford for one day (a Tuesday or Wednesday), group attending PDA meeting said they wanted it the week after Christmas; will be increasing the right turn lane at Spring Street, hope to finish the pedestrian overcrossing around the middle of February and doing final paving of all in May (due to temperature); landscaping will come after the project is done; question about the Christmas trees along Highway 50 next year: we need to have all our information ready to go to the State after May (when project is over) to appeal the decision to not approve the encroachment permit; will have power to the Placerville sign and the Christmas tree that is there; on Tuesday (12/9) will be paving the Fox lot

Grant Report – Jeff Thoma – \$17,277 currently in grant fund;

Treasurer's Report – Lisa Crummett: have \$76,000 in the bank

Chamber Report – Laurel Brent-Baum – presented sheet showing the number of walk-ins and calls to chamber; Chamber's business resource center is free for use by merchants, including lending library (audio & video tapes), free business counseling; there will be a Chamber installation dinner on 12/18/08 at Sequoia; week of 2/17 will have a Freshman Forum (with McClintock); asked that we give feedback to Chamber about what they do/don't do; Jody Franklin: Founder's Day/Wagon Train pictures will be on State website; trying to make the distribution program dependable and far-reaching

Open Forum – Jeff Thoma mentioned that Anova will be moving into their new buildings around January 25, so all that leased space they are now in will be available then (contact Jeff for info); Z-pies is collecting hooded sweatshirts for kids; Lisa had visitor's guides & brochures, Lisa talked about Founder's Day & Wagon Train event being on Broadway, Main Street and Placerville Drive; Dave Machado got letter from FEMA that we are in flood zone, will be a City Council workshop about redevelopment on 2/4/09, 7 pm, put together by PACT; Fountain-Tallman Museum open Saturdays & Sundays 10-4; Old Town Bakery reopening