

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – July 10, 2008

**Roll Call & Introductions** – A quorum was present (12 of 16 PDA Board members present)

**Police Beat** – Chief Nielsen: Brewfest went well; Youth Fest coming up on 7/20; National Night Out on Tuesday, August 5 (#1 or #2 nationwide for our size of city over last 4 years); gave kudos to Lisa as events coordinator for PDA; introduced Sgt. John Kunkle ([johnkunkle@cityofplacerville.org](mailto:johnkunkle@cityofplacerville.org)) as main contact for Main Street merchants downtown, who talked about COPS program and various issues downtown that he wants to address;

**City Report** – Gary Pigg: no report

**Business** – None

**Announcements** – Merchant of the Month: Window Box Antiques – 5 people in business (10-5), a cooperative, Black Oak Mall (460 Main Street); marketing & event report: Lisa Crummett – kudos to Lisa from President Linda Johnson for work that she does, Brewfest was a huge success (40 breweries, 140 volunteers, sold all but 7 tickets, most incident-free ever, over half of tickets sold online, 3-4,000 people, \$27-\$30K profit), have 75 vendors signed up for Crafts Faire, Girl's Night Out coming up 8/16, businesses who are doing something that night need to contact Lisa and restaurants need to contact Sue Rees if offering any specials, marketing meeting coming up, city has earmarked \$10K for PDA for promotional money this year (less than previous years), 65-70 vendors for Youth Fest, flags for Farmer's Market are \$20 each; Flower Power: Carol Patton – talked about flower baskets that still have to be put up (8 baskets this year); Jazz in the Plaza: Sara Young – thanked merchants, 1-4 pm every other Saturday, city given them free parking behind Murray & Downs; Annette Schoonover (Winterhill) has volunteered to put together flyer for Farmer's Market and she also talked about the walker they have hired; Jazz Jubilee: Pat Monzo – Jazz Jubilee on 10/7/08 has been cancelled due to lack of sponsorships, but hoping to have a fundraiser for it; Lisa Crummett talked about possible Apple Festival, but cannot do it this year—tentatively planned for 2009 Labor Day weekend; suggestion by Mike Tomei that PDA needs to do something for 4<sup>th</sup> of July

**Highway 50 Project** – Rick Tippett: Waterline connections at Bedford and Main Street need to be redone, so water needs to be shut off for one night (not sure exactly when—will let everyone know); new bridge is in place on Bedford and hoping to have 1 lane in and 1 lane out of town (should be all done September sometime); still saying they will be done in September/October; Forni & Main Street connection is now open; will shut down the westbound off ramp from Highway 50 to PV Drive after Labor Day (hoping to have two-way traffic PV Drive–Main Street possibly before that); also working on other two bridges (need to build the deck); will be power along Highway 50 for Christmas trees and access for people to put up trees; need to redo the lampposts (put bases on); suggestion that we have celebration after project is done

**Grant Report** – Jeff Thoma: have \$34,586 in Grant Fund; people can put in request via grant form (available for download from PDA website) for money to help promote downtown

**Treasurer's Report** – Ann Thorrow absent; Lisa Crummett reported that we have about \$71,000 in accounts

**Chamber Report** – Jody Franklin: raved about the great partnership between PDA and Visitor's Authority; ads in Sunset and article about Placerville in October Sunset magazine; Visitor's Authority would like feedback on effectiveness of ads if any merchants can provide that information to them; Sunset website will also have info on it re Placerville, along with link to PDA website; have link from Visitor's Authority website to PDA website; Sunset has offered discounted rate for ad for October if anyone wants to take advantage of it

**Business Brainstorming Meeting Synopsis** – Linda Johnson: Linda spoke about using email to do conversations about various items; suggestion was made to use Blogs instead of never-ending emails. Blogs that Doug Braaten set up are these: **[promotehistoricplacervilleetc.blogspot.com](http://promotehistoricplacervilleetc.blogspot.com)** (for use by PDA members) and **[historicplacerville.blogspot.com](http://historicplacerville.blogspot.com)** (for use by visitors to Placerville and to put on the PDA website); PDA emails are mainly to be used to distribute PDA business (agendas, minutes, etc.); nothing more on business meeting.

**Open Forum** – Bill Robinson showed Banners poster and brought it up that Art on Parade will be selling posters at \$20 for 24x36 on glossy paper and \$25 for 24x36 mounted on backing board and will be taking orders for posters; Susie Huber brought up item about transportation commission; Placerville Clothing and Blue Skies will be having summer sale this coming weekend; question about locking up bikes (Linda Johnson will ask City about this), also question about benches and how to get them;

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the Month, 8:30AM, July 24 (Stamp It Rich)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting August 7, 2008, at Cary House