

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – December 1, 2011

Roll Call & Introductions – A quorum was present – 13/16 PDA Board members present: Bev Fraga, Theresa Corley, Mary Meader, Sue Rees, Annette Schoonover, John Stark, Sheila Hill, Christine Najera, Kris Payne, Sara Rebolcaba, Bill Robinson, Dennis Thomas, Les Russell; absent: Doug Braaten, Susie Huber, Deb Jensen

Approval of Minutes from 11/3/11 Meeting – Minutes approved as read

Approval of Agenda for 12/1/11 Meeting – Mary Meader made motion to approve 12/1/2011 agenda, Les Russell 2nd, motion approved

Information for Members: ADA Guide for Small Business is available to read about ADA compliance; information about 12 Days of Christmas promotion; lights on the Bell Tower and light poles, Christmas Parade is 12/4; Holiday calendar is available

Police Beat – Chief Nielsen – Burglaries are down; Festival of Lights estimate is about 3000 people; info about Christmas Parade

City Report – Gary Pigg – Thanks to Chamber for spearheading the Christmas trees along Highway 50 and the El Dorado Christmas Tree Association for donating the trees; went over press release about the Hangman and the Herrick Building status; suggested that each business have an ADA transition plan in place

Business

- ***2012 Board voting results:*** The nominees for the PDA Board from the 11/7/11 PDA Election ballot that were approved are Theresa Corley, Bev Fraga, Tony Granados, Mary Meader, Sue Rees, Annette Schoonover, Jeff Thoma and Shelly Wenzeler
- ***2012 Board officer nominations:*** Les Russell nominated Sheila Hill for President, Sue Rees nominated Annette Schoonover for Vice President, Mary Meader nominated Bill Robinson for Secretary, Dennis Thomas nominated Sue Rees for Treasurer and all approved by voice vote of existing Board members
- ***2012 Events:*** Lisa Crummett went through the 2012 proposed calendar of events (traditional/ongoing, co-sponsored events and/or non-PDA events, new or changed events requiring further discussion); there were also suggestions for Blue Crew days, Gold Rush Days, Western Days and talk about events with street closures, having vendors in middle of street instead of along sides
- ***2012 Event Committee signups coming soon:*** signup sheet passed around
- ***Chamber of Commerce signature event:*** Bill Robinson volunteered to serve on Chamber committee for signature event

Marketing & Events – Lisa Crummett – Festival of Lights; 12 Days of Christmas has 46 participants; Christmas parade on 12/4; question re lights on roofs and what it would take to get them back eventually (would take \$\$); buttons about shopping locally coming

Treasurer's Report – Sue Rees – have \$56,751.84

Chamber Report – Jody Franklin – Epicurean Adventure coming in late January (29th); Hangtown Holdem is next month; Chamber Business Showcase coming up in March; Jody & Kathleen Dodge are putting together “The Movie Lover’s Guide to El Dorado County & Lake Tahoe” coming hopefully in January; Dog Friendly campaign going good and the mobile app has some great content on it (can email Jody with any corrections—eventually everyone will be able to make their own corrections)

Open Forum – Small Wonders show going on at Gold Country Artists Gallery during December; Synapse Wines now part of EDWA; Kris Payne talked about Herrick Building and that courthouse move would be in about 3 years or so (courthouse is a state facility)

Executive Board Meeting Date – 4th Thursday of the month, 8:30AM, December 22, 2011 (Powell’s)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting January 5, 2012, at Cary House