

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – January 8, 2008

Roll Call & Introductions – A quorum was present

Police Beat – Chief Nielsen – 2007 was busy year for police department (gave report); had stolen vehicle event on NY's Eve (suspect in custody) & another stolen vehicle incident; couple of suggestions from attendees: have PDA potentially take more of a roll in security issues downtown; and, put in a speedbump on Reservoir St. & Quartz Alley to help stop speeding on those two streets; as of Monday, 1/7, Police Dept. will have full staffing

Highway 50 Project – no report

City Report – Gary Pigg: There is a cell phone event (E-Wave) at the Mosquito Park & Ride on January 12

Continuing Business – CalTrans signs update – Randy Pesses: sign over Ray Lawyer Drive will not happen but there will be signs on Highway 50 at each cross street (visible from both directions on Canal, Spring & Bedford overcrossings) pointing to Main Street that will be put up when the light poles go up; Flower Power update – Mike Tomei: have two more planters to put up, need more money—need more promotion

Announcements – 2008 events & committee signups: Lisa has signup sheets and talked about need to have Board Members sign up; Talked about new event: Girl's Night Out on Friday, Feb 29, went over potential things might be included in this event—need to get commitments from businesses (get in touch with Lisa)—and went over various ideas that businesses could do; Lisa will also be meeting with different event committees this month to talk about budget

New Business – El Dorado Business Showcase – Laurel Brent-Baum: this is now the Business Showcase (used to be the Business Expo) and will be on March 14 (5-9 pm) & 15 (10-3 pm) at the fairgrounds—businesses can purchase a space for both days for \$200 or 1 day for \$125, contact the Chamber of Commerce for more information; Disaster planning for downtown – Mary Beth Fahy, Marshall Hospital: interested in finding out who might have food around the area in an emergency (Apple Hill, restaurants)—decided to form a committee with restaurants to figure this out (contacts, what restaurants have, etc.)

Grant Report – Jeff Thoma: have \$37,813, spent \$27,000 in 2007; Request for funds for revising & reprinting downtown brochure: motion made to approve \$3000 for reprinting of brochures, seconded and approved; Highway 50/Canal Street Mural Project & request for funds/support – El Dorado Arts Council reps: showed an artist's samples, talked about pros and showed some sketches, would be on Highway 50 at Canal Street, presenting to City Council on 1/22 (potential subject matter is Pony Express Rider & Telegraph); Les Russell made a motion to put \$1000 towards the Canal Street mural project from the grant fund, seconded, discussed and approved

Treasurer's Report – have balance of \$62,225

Marketing & Event Report – Lisa Crummett: went over all spending PDA did in 2007 for marketing Main Street (\$54,215)

Chamber Report – Laurel Brent-Baum: said anyone can call COC to go over/find out anything they want to know about what Chamber is doing (maybe at nighttime meeting), county & chamber collaborating; Sue Russell: revamping the website (will be advertising), postcard project ("Welcome Home"), mail a postcard to a friend, Visitor's Guide, ads in Sunset, Via

Open Forum – question about Engine 1771—can we get it back? Need some way to get money for downtown (steering committee?)

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, January 24 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting February 7, 2008, at Cary House