

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – January 4, 2007

**Roll Call & Introductions** – A quorum was present.

**Police Beat** – Chief Nielsen – Focusing efforts downtown is priority; 30 extra patrols downtown in December plus extra overtime patrols; SHIELD active in December & out recently helping give info re new parking regs; broken window at Tomei's & arrest made; another broken window at PV News (no leads—contact Police if any info); during MLK day (1/15), there will be a walk  
**City Report** – John Driscoll – Gary Pigg meeting with someone about getting bike racks downtown; *Parking*: John & Gary working on parking over last couple of weeks & especially this week & learning what needs to be done differently (signage, etc.); if someone parked in your permit spot, park in any public spot, put permit on mirror then call city; permit spaces still available; some jurors parking at Mosquito Rd.; seems to be more customer parking, even with jurors; most people OK with parking, some grumbling; working through issues; generating money off of leases & parking machines (citations excluded from money generation consideration) & that money pays for machines, enforcement & parking-related matters (not for City Hall payroll, etc.); concern expressed about 50% permit parking behind Murray & Downs building; spots behind old City Hall will be available on weekends; company from Washington was used (but hired local people) because they are the only ones who can do processing & enforcement of citations in California; question re number of citations previously (about 250) as compared to what is expected with new regs (estimate about the same); one issue is trying to get machines to recognize two hours free (had to set the machine's time ahead 2 hours until programming is fixed); reiterated that shuttle is free from Mosquito station to downtown; parking enforcement people will watch what's going on downtown the same as previous PD officer did & can call PD with any problems (can write citations, but cannot arrest); will have volunteers for next couple of weeks at pay boxes; we need to help educate customers; main goal of parking regs is to preserve best parking for customers; there will be merchant validation in the future;

**Highway 50 Report** – Randy Pesses – installing new sewer line, working on bridge structure, but in wintertime mode; walked section of Hangtown Creek with Fish & Game person re clearing the creek area with regard to habitat—have filled out permit request to get some work done in the creek area; Highway 50 project did not make as much progress as they had hoped (behind on their aggressive schedule, but not known by how much); pulling out/clearing of Hangtown Creek will have no effect on subsurface water on south side of Main St.

**Announcements** – Mary Meader (outgoing President) introduced & turned meeting over to Linda Johnson (new President of PDA Board) & Carol Patton (new VP); thanks expressed to previous Board members; transportation workshop update: workshop update on channel 3 on 1/31, 6:30 pm; if any changes to any of the Board members email/phone, send Secretary an email/call

**Continuing Business** – Holiday lights update: may be done next week (or very soon); all lights will have photocell timers; Historic Main St. sign: Carol is working on trying to get same/another sign put up on Highway 50 & trying to get meeting going before end of January to talk about signage; update on Hillside (Chief) nothing new, no new owner, Mike keeping bar, no other update

**New Business** – Proposal to have secondary names for the PDA website (Doug): wants to get another website (e.g. placervilledowntown.com) that will point to existing PDA website—Marketing Committee will look at name; 2007 Event Budget (Lisa): Lisa would like Board to vote on an amount of money to be used (about \$4K) until budget is established, Mary Meader made motion to set aside \$4,000 in administration funds to pay bills until budget is established, at which time money paid out will be reallocated to accounts, 2<sup>nd</sup> by Ann Thetherow, motion passed; Incentive program for new ideas will be on next month's agenda (Linda Johnson): idea is to collect ideas & solutions for downtown issues/problems & hand out awards for ideas & solutions; will have annual night general meeting on 2/8, 6:30 pm at Cozmic Café (1/2 hr meeting, rest socialize)

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, January 18 (Stamp It Rich)

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

**Grant Report** – Jeff Thoma: grant info: from 1/06-12/06 spent \$20K, budget was \$35K, have \$48.5K in acct now; will start soon on allocation of funds for 2007; Murray & Downs update—own land, construction begins in spring, plans are with City now, current building will be available (about 8000 sq ft); Heyday Café update: hope to open in 2 weeks, have prelim menus

**Treasurer's Report** – Denise – have \$68,502.90 in bank accounts

**Marketing & Event Report** – Lisa – will be having event committee meetings over next couple of weeks; article in Sac magazine; Apple Hill Cider Press: can get partial page ads this year; showed pictures of busses with PDA ads on them

**Chamber Report** – Sue Russell (Promotions): have 25 members on new visitor's authority, co-op ads this year with Sunset & Via, working on 6<sup>th</sup> annual visitor's guide (min fee of \$25 to be listed)

**Parking Update** – covered above

**Open Forum** – Question about Bagatelle & what's happening with it (may not be restaurant, may go back to other type of store); point was made that there needs to be a way for prospective tenants wanting to rent empty buildings to reach prospective landlords having empty buildings (maybe put something on website), Dave will pursue this; point was made that city not friendly to certain venues downtown—PDA needs to help city encourage business downtown (Carol & Mike on committee); question: is there a system in place to monitor what moves into downtown Placerville (e.g. historical preservation standards)?; get landlords together to talk about this? Sue Russell is checking out other areas to find out how they are doing this.

Submitted by Bill Robinson