

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – January 5, 2005

Roll Call and Introductions – A quorum was present.

Announcements – Art on Parade update: met with Winery Assn and they gave \$2800 & will contribute 48 wine barrels (which City will store); City Hall phone number is 621-2489 and Police phone number is 642-5210 (& Gary Pigg handed out list of City of Placerville departmental phone numbers); if you are a board member, you need to be on at least one committee; Jim Baehne has agreed to serve on the Board in place of Sue Wilkinson; there will be an open house at the new city hall (hopefully, before the end of this month)

Continuing Business – Highway 50 project report (John Driscoll): date for bids has been pushed back from January to February 8 due to date constraints with other projects; they are concerned with bids coming in much higher and if so, will have to go back for more money which will push the start date out a couple of months; there will be a meeting at the town hall soon to go over the entire project again with the public (info about meeting will be on City's website at cityofplacerville.org and in newspapers); Lisa talked about Pony Express donations (wine glasses) for event in September in Old Sac and items for goodie bag (Lisa will give more details in Feb PDA meeting); Jan/Feb promotions (Lisa): had signs put up with slogan (Above the Fog & Below the Snow), running commercials on Comcast in Jan & Feb

New Business – Use of old City Hall (John Driscoll): will be before City Council on 1/24 meeting; draft report coming from Blue Ribbon Committee members (which will go to meeting on 1/24); went over results of survey to city water customers; City is still archiving old documents electronically; question about parking behind old City Hall: it was suggested that there be signs put up about ok parking on weekends/holidays (maybe put city vehicles to the inside to preclude the "stacked parking" issue; discussion about possibly selling the building; it was decided to have a meeting on 1/23 at 6 p.m. at Tomei's (& invite Blue Ribbon Committee members) to come up with recommendation from PDA to City Council; Valerie Jensen was not present to talk about Foothill Friday; Lisa spoke about budget proposal status, which is almost complete (meeting on 1/12 to talk about Great Race budget), need to meet with Grant Proposal Committee; will have full budget at next month's meeting for everyone to vote on; regarding the request from the El Dorado County Historical Museum for help with funding the reprint of the walking tour maps/guides (5000 copies for about \$3500), Lisa presented an alternative type of tour map that would cost about \$600 for 5000 copies (plus cost to have it designed), motion made by Chris Branco to give \$1750 to the EDC Hist Museum for help in funding the walking tour maps/guides (seconded by Doug Braaten) and the motion was not approved (PDA should suggest to Museum to revamp map/guide)

Executive Board Meeting Date – 3rd Wednesday of the Month, 8:30AM, January 18 (Centro)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting February 2 at TBD

Grant Report – Jeff Thoma – budgeted \$20,000 for 2005 and spent about \$16,000; we have \$68,800 left; will meet between now and next PDA meeting to come up with proposed budget for the next couple of years (or however long the project takes); have one grant request from Sydney Mize pending; grant request forms available on the PDA website

Treasurer's Report – Denise Tomei – have \$56,600 in checking acct

Marketing & Event Report – none

Chamber Report – no report; would like to have Sam pass along info to chamber about what PDA is doing about Old City Hall issue

Police Beat – Chief Nielsen – no problems with Christmas parade; during month of December, did have extra people on patrol downtown, had extra foot patrols, several high-profile cases during December; do have traffic officer in place; dealt with storm issues on NY's day; discussion about vandalism & harassment downtown outside the Hillsider bar (ABC license questions); can PDA influence this in some way?

City Report – Gary Pigg – city is $\frac{3}{4}$ situated in new city hall; Main St. will be repaved from Bedford to Broadway this year (going to bid now) as soon as weather permits; Streetscape on City Council meeting agenda on 1/10 (John Driscoll)

Open Forum – Barbara Holmes – talked about setting up an Entertainment Committee (e.g. Buskers); passed around signup sheet and Anne Totherow volunteered to chair (Tom Williams & Doug Braaten signed up); passed around signup sheets for Marketing Committee and Parking Committees (Parking signups: Dave Machado—chair, Carol Patton, Jim Baehne, Doug Braaten; Marketing Committee: Doug Braaten—chair, Sam Muscarello, Jeff Thoma, Carol Patton); Chris Branco reported about passing out agendas downtown and what an experience it was (Kary Faria is up for February)—will have signup sheet for people to sign up for passing out agendas April and beyond

Submitted by Bill Robinson