

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – February 7, 2008

Roll Call & Introductions – A quorum was present (14 of 16 PDA Board members present)

Police Beat – Chief Nielsen – Police at full authorized staffing level for officers as of January 11; had 2 pursuits since 1st of year; shared statistics for 2007

Highway 50 Project – Randy Pesses – Contractor may be doing paving on Placerville Drive to Forni Road connector soon; City is pushing on project as much as they can (CalTrans is agency in charge of contract for Highway 50); questions arose about viability of contractor—is there anything PDA can do to push project?

City Report – Randy Pesses – talked about sewer line work the City is going to have a contractor (Hangtown Engineering) doing on Center Street & Stagecoach Alley starting next week (digging trenches and installing sewer lines), will still be access to garage, most work will be done at night (9pm-6am), but some will need to be done during daytime, total time for project is next week to 3rd week in March (weather-dependent); Gary Pigg – e-waste event this Saturday (2/9, 9am-2pm) at Mosquito Park 'n' Ride; City newsletter will be coming out in March and need to let Gary know if any items for newsletter (deadline is end of next week for items); City website will have video of City available from the home page within next couple days (go to <http://www.ci.placerville.ca.us>, then click on “Come Watch our Community Videos”); question re Engine 1771 (no answers)

Continuing Business – Update on Flower Power: Mike Tomei – will have 8 planters by spring, will be having fundraiser; Budget for 2008 discussion and vote: Lisa Crummett – Lisa went through proposed budget for events for 2008; talked about increased budget for holiday decorations downtown for next year; Carol Patton made motion to approve budget as submitted, 2nd by Crystal Newton, discussion: Linda Johnson said to take the \$1500 off for Sierra Art Affaire as she does not want to use PDA funds for that (will still be event of some kind, but no PDA funds will be used), motion voted on and approved by PDA Board members who were present; Business Showcase: Lisa Crummett – EDC Chamber is putting on Business Showcase at fairgrounds on Friday & Saturday, March 14 & 15 for merchants to showcase their businesses (\$200 for businesses and \$150 for non-profits for both days); maybe PDA can partner with another organization, maybe PDA can partner with Fountain-Talman museum

Announcements – Girl's Night Out reminder: Lisa Crummett – lots of people (over 40 merchants) doing things that night (2/29, 6-9 pm), Lisa handed out draft of program, Lisa needs any activities ASAP (644-2276); Constant Contact email newsletter information: Bill Robinson – company online that helps you put together email newsletter for your business (more info at www.constantcontact.com); El Dorado County Fire Safe Council information: Bill Robinson – Bill is on the EDCFSC Board of Directors and downtown needs to get a representative from Placerville to the EDCFSC meetings (4th Wednesday of every month, 1 pm at Gold Hill fire station), to find out more info contact Bill or go to www.edcfiresafe.org, suggestion from audience to make it an agenda item in future PDA meeting (Carol Patton has volunteered to be on FSC)

New Business – Merchant of the Month: Sherri Cushman of Wild Mountain Books – offers best of the best sellers, support of book clubs in the area (10% discount and can meet in bookstore), have created inviting atmosphere for reading, developing “Biggest Little Children's Section” in northern California; Tee shirts & Monopoly: Ann Totherow – went over a couple of ideas to get ongoing money coming into PDA, two ideas that Ann talked about are classy tee shirts and a customized Placerville Monopoly game, maybe this can all go to the marketing committee for action/consideration, maybe also sell tee shirts at events downtown too

Grant Report – Jeff Thoma: 2008 budget discussion & vote – handed out Finance Committee Proposal for grant allocation for 2008 and went over monies proposed to be allocated to several categories for 2008 (Wages/Expenses: \$1000; Advertising: \$8000; Permanent Advertising: \$5000; Leveraged Finding: \$20000), motion made by Sara Young to approve 2008 Grants budget, 2nd by Crystal Newton, motion voted on and approved; another motion made by Carol Patton to spend \$1000 from PDA general fund to pay for the mural (instead of from Grant fund), Susie Huber 2nd, motion voted on and approved

Treasurer's Report – Ann Totherow – have balance of \$59,800

Marketing & Event Report – Lisa Crummett: focusing on Girl's Night Out; will be Marketing Committee meeting soon

Chamber Report – None

Open Forum

- Discussion about the length of the meetings: do we want to have less items on the agenda? Is it unrealistic to have a meeting less than 2 hours, say in the agenda how long the meetings will take
- Put Sue Rees on email list

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, February 21 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting March 6, 2008, at Cary House