

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – March 2, 2005

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

**Announcements** – Passed around a sheet for signups for distributing agendas; Marketing/Advertising meeting is on Tuesday, March 7, 8 AM at River City Bank; Health & Wellness Faire is set for this Saturday, March 4; Shopping Committee meeting regarding Clip & Stroll is at Old Town Bakery on Thursday, March 9, 9 AM—need to decide on dates; Deadline for applications for Art on Parade is March 24;

**Continuing Business** – minutes from 2/2/06 meeting accepted; Highway 50 project report: still in holding pattern until state meets and authorizes additional funding because lowest bid came in over engineer's estimates, Carol Patton mentioned the Transportation Commission meeting later this day to talk about the fact that the state wants them to help fund the overage; Parking report – Dave Machado: sometime next week there will be a special parking meeting at Centro (Monday, 3/13, 6 PM), Parking Comm has met 4-5 times, met with the City staff and El Dorado County Transit staff to talk about parking issues such as losing the railroad right-of-way once construction on Highway 50 starts, we have jury parking & court employee parking downtown, the merchants shuffle their cars around during the day, some solutions that are being considered: another parking garage, better enforcement (example: did a show of hands for Saturday enforcement and the vote was yes), shuttle service for downtown, rent parking lot at St. Patrick's Church, yellow zone elimination, leased parking, Secretary read letter from PDA to Trans Comm regarding funding shuttle, motion made asking if everyone agrees with the wording of the letter to the Trans Comm, motion seconded & carried, next, Trans Comm meeting on 4/6, 2 PM to talk about this; City Hall (Gary Pigg) – City Council has not made decision as to what to do with old City Hall—they are trying to get costs and find out if interest in leasing the building

**New Business** – Sydney Mize has to resign from Board and need replacement—Tony Granados made motion nominating Carol Patton to replace Sydney Mize and seconded by Sam Muscarello, motion carried; Art by the Barrel: would like to have a Wine Festival on June 3<sup>rd</sup> as kick-off for Art on Parade—discussion and more info coming later; TV ad campaign (like Truckee's)—need to get to the Marketing Committee; Historical Book idea – Paul Figoni: postponed until next meeting when Lisa can attend (she has an example book); Paula Lee from ED Women's Center talked about the "Walk a Mile in Her Shoes" event on 4/29, 10 AM; Larry Caso presented info about flood protection: recently had some damage at his business at 550 Main St., Hangtown Creek full of debris, rain increasing in intensity & duration, possibility of flooding downtown is increasing and he requests PDA to petition City, County, Dept of Fish & Game, Caltrans & FEMA with our concerns & statements saying that they have a responsibility to help us mitigate this problem, Larry will write draft of letter for PDA to look at

**Executive Board Meeting Date** – 3<sup>rd</sup> Wednesday of the Month, 8:30AM, March 15 (Centro)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting April 6 at Cary House

**Grant Report** – Jeff Thoma – Have \$68,827 in grant fund; already have \$3K set aside for administrative costs, \$12K set aside for advertising, and \$20K set aside for permanent advertising (long-term) for 2006; read grant request submitted by Sam Muscarello to help fund EDC State Fair Exhibit by Chamber of Commerce, Chamber provides \$10K and needs additional funding for exhibit which this year might be about downtown Placerville, this request is for \$3K to be given from grant fund to EDC Chamber of Commerce for downtown Placerville exhibit; Tony made motion to allocate funds for this from the \$12K to fund the event on the condition that they highlight Main St., seconded by Tom Williams, and motion carried

**Treasurer's Report** – Denise Tomei – We are within budget

**Marketing & Event Report** – No report (Lisa not attending due to weather)

**Chamber Report** – Sam Muscarello: Chamber of Commerce sent letter to City of Placerville endorsing our position about Old City Hall; Chamber is seeking grant funding for public transportation also during Highway 50 project

**Police Beat** – window broken at Robinson's case has had suspect identified and case has been turned over to DA; there were 23 foot patrols downtown during month of February; motorcycle has been ordered and have one on loan from Folsom for traffic safety enforcement downtown; interest in medical marijuana dispensary downtown by City Council; need to have applications submitted by PDA for downtown events this year

**City Report** – Would like City Engineer to come to PDA meeting and talk about upper Main St. project; wastewater treatment plant bonding is proceeding; Founder's Day and Wagon Train combo has attracted many donations from community; Ron Mueller is retiring

**Open Forum** – Sara Young: Jazz in the Plaza is sponsoring a fundraiser at Tomei's on March 15, 4:30 PM – 6:30 PM for a the kids of a waitress at the Courtyard Café who recently passed away

Submitted by Bill Robinson