

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – March 6, 2008

Roll Call & Introductions – A quorum was present (15 of 16 PDA Board members present)

Meeting Restructuring Information – Linda Johnson went over new structure of meeting: Chief & City report will be first on agenda, voting business will come next, then announcements (all these 8 am – 9am); special presentations will be at 9 am, followed by various reports.

Police Beat – Chief Nielsen – Continue to be at full staffing (2 almost finished with training), some new SHIELD members; went over recent calls

City Report – Gary Pigg – MORE will be doing additional cleaning day; Community Cleanup Day is scheduled for 4/19 behind the Library; new newsletter should be available next week

Business – El Dorado Youth Commission request: discussion & vote – youth group came to meeting, talked about history and reasons behind ED Youth Commission (directly under BOS), getting youth projects going in county, want to hold countywide youth fest to promote health & wellness in young people—want this to be on Main Street (activities for youths) to strengthen youth connection to community, requested that it be held on 7/20/2008, 11-4 pm, with Main Street closed & merchants open, lots of questions/suggestions, Youth Commission has regular meetings on 2nd & 4th Tuesdays, 6:30-8 pm at BOS chambers, Carol Patton made a motion to conceptually support the project on the date suggested but with more info coming back from the Youth Commission at a later time, seconded by Crystal Newton, motion carried; Flower Power – Lisa Crummett: committee wants to increase funding for flower supplies, wants to do more baskets (8 more for total of 16), went through proposed budget (want additional \$1000 to do minimum project), want to raise funds for future and start out by having fundraiser (Rhythm & Blooms on May 1st, \$25/ticket), add that money to grant fund and get a matching endowment (projected to add \$2500 to grant fund and get matching \$2500 from grant fund for total of \$5000), Sara Young made motion to accept proposal by Lisa, seconded by Chris Cole, motion carried; Wagon Train & Founder's Day – Lisa Crummett: This event has a price tag of \$15,000+ each year, sponsorships are down, possibility is having modified event for \$7000; could do modified event, take the year off and host bigger event next year, lots of discussion, Carol Patton made a motion to have a modified Founder's Day event contingent on the Wagon Train coming through, 2nd by Mary Meader, motion carried; Farmer's Market – Lisa Crummett: this will be an added event (put on by Farm Trails organization) on Wednesdays (mid-June thru Sept) from 5pm to dusk around the Bell Tower, PDA already has approved \$2500 for advertising budget for Main Street Farmer's Market, Farm Trails organization will have special party prior to Farmer's Market to publicize it (private party) to about 150 people, need approval of date & time, Carol Patton made motion to accept dates & times for Farmer's Market, 2nd by Sara Young, motion carried; Grant Marketing Committee suggestions – Lisa Crummett: consensus is to focus on better web presence (no vote); set date for nighttime meeting, can use the Cozmic Café, suggested date/time is Monday, April 14, 7:00

Announcements – Marketing & Event report – Lisa Crummett: Clip & Stroll is on 3/13, 14 & 15, business showcase is on 3/14 & 15, person doing PDA commercial is taking folks for \$200 to add to PDA commercial—see Lisa, talking about new event in August (Heads & Beds)—will talk about it more next month; Girl's Night Out was a great success—many businesses did very well and many wanted to do the event more; stagecoach rides will be every 3rd Saturday, 12-4 pm

Highway 50 Project – Mike Restaino (CalTrans): Talked about the 3 locations of the project: location 1 where Placerville Drive goes under Hwy 50, location 2 is the Canal, Spring & Bedford entrance/exit widening and the auxiliary lane on eastbound Hwy 50 (should be paved late May, early June), Location 3 is the sewer system replacement (which is about 90%+ complete); now trying to open eastbound Forni Road to PV Drive & Hwy 50 (about a month); working in parking areas at Main St. & Canal St. (completion in about 2 months); working on Pedestrian overpass, after April 15, will start working in the creek on widening of the 3 bridges, traffic on Placerville Drive both ways should be completed by late summer, work along Hwy 50 (wall) should be completed soon, all work should all be done by January 2009, also questions to Mike re moving barriers and fixing holes; Rick Tippett: about ½ way done on Center St., about to start fixing the sewer by DA's office, will need to do sewer line in Fox lot soon which will necessitate removing a few parking spots for a time, hope to get rid of utility wires on lower Main soon too

Grant Report – Jeff Thoma: have \$38,000 left

Treasurer's Report – Ann Totherow – have balance of \$54,632

Chamber Report – Deb Jensen: Talked about Business Showcase, visitor's guide

Open Forum

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, March 20 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting April 3, 2008, at Cary House