

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – April 3, 2008

Roll Call & Introductions – A quorum was present (11 of 16 PDA Board members present)

Police Beat – Chief Nielsen: Have 2 officers almost complete with training & 1 about half done (another resigned); 11 active SHIELD members; hope to staff up to 12 cadets; Sat 4/19, 10 am, will be “Walk a Mile in Her Shoes” event on Main St.; New Morning fundraiser at Hangtown Grange on 4/19; had two significant traffic collisions to deal with; safety restraint enforcement: has been going on at 5 different intersections in Placerville (most time at Green Valley & Ballard) and looking for other items during this period too; emails of City folks have changed to [first name initial & last name]@cityofplacerville.org; questions: can SHIELD walk around the garage? Points made about kids on 2nd & 3rd floor of garage

City Report – Gary Pigg: Community cleanup day on 4/19, 9-3 (recycling, yard waste and trash) on Fair Lane behind the library; Farmer’s Market starting up in June (Wednesday nights); John Driscoll: City has decided to not put any funding into Founder’s Day (due to bad economy & low sponsorships), may change it to every 5 years (potentially have it next year for the 155th anniversary of Placerville and the 60th anniversary of Wagon Train), this will impact PDA’s budget due to potential of \$2K from Beer Garden during event, Broadway may do an event in their area for Founder’s Day/Wagon Train; new parking tags are going to start being used after April 12—let John or Gary know if any problems getting new tags

Business – El Dorado Youth Commission request: discussion & vote: Ann Totherow & Linda Johnson met with Youth Commission and members came back to this meeting to get approval from merchants to close street for Youth Fest (focus will be on health & wellness for youth) on 7/20 (Sunday, 10:30-3:30), there will be lots of booths on Main Street and street will need to be closed (handouts), they are also very open to having merchants have booths on Main Street too; will also be a walkathon around the same time on the bike trail; Mary Meader made a motion to support the closing of Main Street for the Youth Fest on 7/20, 2nd by Les Russell, motion carried; Girl’s Night Out Summer Fling discussion – Lisa Crummett: would like to have another event on 8/16 (3rd Sat in August) and use “Summer Campaign” money in budget (\$1K) for that event and have a buy-in for merchants of about \$25, lots of discussion, Carol Patton made a motion that PDA allocate the \$1K meant for the summer campaign to Girl’s Night Out Summer Fling on 8/16, 2nd by Crystal Newton, motion carried

Announcements – Marketing & Event report – Lisa Crummett: have calendars and posters for merchants, Business Showcase happened and was better on Saturday (PDA shared booth with museum & Gold Bug Park), Brewfest on June 28; Rhythm & Blooms fundraiser will be on 5/1, 7-10 pm at old Harley-Davidson building (cleaning party on 4/15), will have band, food, no-host bar, selling raffle tickets, cost will be \$25/ticket; Farmer’s Market starts on June 11, 5 pm; Art on Parade: have 30 applications for 29 spots (will debut on Main Street on June 7); put some Christmas decorations on poles to test the looks; KCRA A-List voting – Bill Robinson: have until 4/18 to vote for Placerville businesses on the KCRA website (www.kcra.com); PDA night meeting – Linda Johnson: our yearly PDA night meeting is on 4/14, 7 pm at the Cozmic Café; Car show is May 18

Highway 50 Project – Rick Tippett: close-down of Bedford starting this Wednesday (one-way open coming into town from Hwy 50); contractor working hard to keep left turn lane open coming from east, want to get pedestrian bridge at Bedford open in next 3-4 months; for the PV Drive—Main Street bridge, they are getting the bridge rails up and the striping done so that there will be access to Hwy 50 from Forni Road, doing grading in front of KFC; PG&E, AT&T & SBC are coming in to lay underground conduits at west end of Main Street, hoping that bridge from PV Drive to Main Street will be open in about a month for one-way traffic from PV Drive to Main Street, working on bridge for Main Street to PV Drive and the westbound off ramp from Highway 50 to Placerville Drive; lots has been done underground, paving on eastbound lane to start soon; will be electrical power on retaining wall for Christmas trees

Grant Report – Jeff Thoma: spent \$2553, earned \$120 interest, current balance of \$35,380

Treasurer’s Report – Ann Totherow: have \$45,664 in checking & savings

Chamber Report – Jody Franklin: Calif Healthy Writers came to town & went to Winterhill, Wild Mountain, Susanna Bannana’s & Cozmic Café for lunch, like walkability of Main Street, another writer from Explorer’s Guide to Northern California coming in August, German travel show coming tomorrow night to look at Coloma and have given info to them about Placerville, would like to have any statistics merchants might have for visitors

Open Forum – discussion about tee shirts, April 14th meeting is budget/brainstorming session, Founder’s Day, All-Star Gymnastics is hosting state championship coming up and looking for advertising (contact Ann Totherow), Gold Country Artists Gallery is decorating & selling canvas bags and proceeds will go to Flower Power effort; El Dorado Cougars is having a Taste of Main Street at the Carl Borelli amphitheater (tickets are \$15) with proceeds going to El Dorado High School music program (see Sue Rees)

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, April 17 (Stamp It Rich)

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