

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – April 5, 2007

Roll Call & Introductions – A quorum was present.

Police Beat – 55 extra patrols downtown for the month of March; SHIELD volunteers (10-12) are helping with parking issues and other matters downtown; there was a fight downtown and one disturbance related to the Hillside; June is big month for events; 2 new officers in training; Citizen's Academy going on now

City Report – Gary Pigg – Founder's Day coming up on June 9th—would like to see downtown merchants get into the spirit of the event; Thompson's Auto Group, Union Bank and PG&E have each donated \$1000 towards the event, as of 4/16, 3 parking items are changing: first, leased parking will be open for public use on Saturday in all lots (people with permits can park in any leased parking spot in the city on Saturday with their permit; if all leased spots full, can park anywhere except on Main St.), second, Ivy House and Mooney lots are going to be undesignated all the time (people with permits can park anywhere in those lots); third, 9 leased spaces in the Milton lot will be relocated to other leased spots in other lots (folks from Diamond Parking attended meeting)

Highway 50 Project & Parking Update – Randy Pesses: work going slowly (sewer line & retaining wall), main engineer leaving CalTrans;

Continuing Business – Update on possible classes (no report); Highway 50 signs – Carol Patton: question: should potential sign say Historic Downtown Placerville or Historic Main St. (did show of hands and vote was split)—this will be an ongoing discussion (may be able to get downtown Placerville designated as a Historic District, which could also affect signage); update on Flower Power project – Nate Ross: working on getting pilot program going this year, was fundraiser at Tomei's and will be fundraiser at Cozmic Café on 4/13 (Flower Power Benefit Dance), need about \$2000 (have about \$600 in bank now); update on car show – Les Russell: have about 50 cars signed up so far, will have about 20 awards and plaques will have names of businesses (cost: \$40, make check out to PDA) at the bottom, then businesses will get to pick the car they want to get the award, PDA is co-sponsoring with Lion's Club, car show is 5/20, 9-3, will only be cars this year; discussion about parking, Mary Meader made a motion that the PDA Board table any action about parking for 3 months, 2nd by Doug Braaten, motion approved

Announcements – Anna Banana on Main St., Tomei's is remodeling, Olive Oil (Winter Hill) tasting will be going in next to Heyday Café soon, Murray & Downs has project for their new office building out for bid (their current leased space would be available in about 18 months—contact Jeff Thoma), Candy Strike is putting in nut roaster and will serve soft-serve ice cream; Fountain Tallman Museum presentation by Marilyn Ferguson: will be open Wed-Sun, 10-4 through the summer & invited merchants to come for a tour (owned by Historical Society and staffed by volunteers); pictures to Sharon Baldwin – Bill Robinson: if you have any pics of your business, send them to Sharon (PDA webmaster) at sbaldwin5175@sbcglobal.net; Banners on Parade update – Lisa Crummett: artists submission date has been extended (have about 23 so far), banners will be sold at Art & Wine Festival in October (silent auction); Spring Fling update – Lisa Crummett: couldn't get total number of people (needed 37, got 33) to participate that we needed, but Mt. Democrat gave us a discount to make up for it and that enabled us to do the event (disappointing this year, need to re-evaluate this event for next year); Calendar of Events postcards and posters are in and available (see Lisa); Third Saturday event is now just called "Third Saturday" to involve more businesses in getting people downtown; nominated by PG&E & Mother Lode Energy Watch for Governor's Flex Your Power Award (can go to fypower.org for info)

New Business – Presentation by Carol Anne Ogdin about proposed City Hall publication: she has submitted proposal to have city publish a bi-weekly newsletter in collaboration with other city folks on a regular basis to better inform Placerville citizens of things going on around the city (e.g. construction, detours, upcoming events, current events, etc.), would be published electronically and on paper, there will be a meeting on 4/11 and Nate Ross volunteered to attend on behalf of PDA; KCRA A*List – Bill Robinson: talked about KCRA A*List promotion effort (polls close 4/13), businesses that are on the list can be voted on by the public (Sacramento-area wide); Whitewater Media Day – Sue Russell: donations needed for gift basket for this event (event is on June 2) from Historic Main St.; Food vendors for car show – Les Russell: want spaces on street for cars, only food vendor on the street will be Lion's Club

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, April 19 (Stamp It Rich)

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

Grant Report – Jeff Thoma: have \$41,986; passed out Grant Fund sheet showing actual amounts for 2006 & 2006 & potential amounts for 2007 expenditures and went over the info and amounts (total of \$12,020); motion made by Bill Robinson to approve grant categories, 2nd by Doug Braaten, approved; have \$15K set aside for permanent advertising (billboards, banners, etc.) plus \$18K unassigned

Treasurer's Report – Lisa Crummett (on behalf of Denise Tomei, who was absent): have \$43,162 in accounts

Marketing & Event Report – Lisa Crummett: in May, will be asking for Beer Garden volunteers for Founder's Day on June 9th; Brewfest is June 30th and Committee will be coming around for locations

Chamber Report – Sue Russell: Chamber is launching first-ever study mission to a town in British Columbia (July 14-17) to see how they have brought their agricultural area into tourism (not paid by Chamber, can go if willing to pay about \$1400 for trip); latest visitor's guide out soon;

Flood Control Update – Larry Caso: buildup of debris in creek needs to be addresses, Larry has brought this up to City (Randy)

Open Forum – Human Rights stickers are available

Submitted by Bill Robinson