

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – April 6, 2006

Roll Call and Introductions – A quorum was present.

Announcements – Passed around signup sheet for distributing agendas (still need someone for November); EDC Transportation Comm meeting is today, 2 PM at Building C of Gov't Center on Fairlane Drive (Shuttle item on agenda); Great Race update: Placerville is now an overnight stop and will be much bigger event—would like to use top floor of parking garage for feeding Great Race folks, 400-500 people (meeting with City about that); Clip n Stroll is on 4/28 & 4/29

Continuing Business – Highway 50 report: Contract has been awarded and getting ready to start, meeting on 4/20, 6-8PM at Town Hall to go over plans with public, may be separate meeting on 4/24 for Placerville Drive, groundbreaking scheduled for May 10th at west end of Main St.; City Engineer talked about Upper Main St. project: received 2 bids and will award the bid to low bidder (\$1.8 Million) to do entire project from Bedford to Broadway (about 2 months duration); Parking report – Dave Machado: Parking Comm has 5 members from PDA and has met with ED Transit, City, ED Courts Administrator, had outreach meetings, did survey of parking downtown (spaces & employees) and with employees, all spaces are already gone, will be losing parking spaces due to Hwy 50 project, trying to see what we can do with jury parking, seeking grant money for shuttle from EDC Trans Commission, largest employers downtown are City, Court, DA, & Murray & Downs (DA & Court have some of their own parking, but not enough), City moving to Church parking lot; Parking Comm recommendations: keep parking on Main St. at 2 hours, leased parking on 3rd floor of garage, have 1st & 2nd floor of garage and street parking be 2 hours and improve enforcement program by putting pay boxes for parking after 2 hours (\$1/hour), revenue pays for private parking enforcement company—main goal is to free up the best parking for our customers, long-term solution might be to use part of revenue stream for new parking garage; Update on Art on Parade – Lisa: will have about 25 apps from artists, EDC Wine Assn has expressed interest in having a wine-tasting event downtown (July 15th), would be through PDA's budget, motion made by Carol Patton to adopt the discussed budget for the event (2nd by Les Russell), motion carried;

New Business – Marketing proposal for downtown – Lisa: Marketing/Advertising Committee has gone over proposed grant funds (\$12,000) to be used for advertising in 2006 (handout), Carol Patton made motion that PDA adopt PDA Grant Fund allocation for 2006, 2nd by Doug Braaten, motion carried; Third Saturday event concerns (designed by the galleries for the galleries), Joyce Amlick will set up meeting about it; Chris Branco moving to Michigan, so need new Board Member (nominated Ann Totherow to replace him—will be on agenda next month)

Executive Board Meeting Date – 3rd Wednesday of the Month, 8:30AM, April 19 (Tony Matthews)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting May 4 at Cary House

Grant Report – Jeff Thoma – Have \$68,796 left in grant fund

Treasurer's Report – Denise Tomei – Have \$42,768 in bank

Marketing & Event Report – (covered previously)

Chamber Report – No report

Police Beat – Chief Nielsen – On 4/22, 10 AM, there will be small celebration for the opening of the extension of the trail that goes from Clay St. to Mosquito Rd.; traffic officer is out on motorcycle & in car; have new officer starting on 4/10 and others starting soon; had 32 foot patrols last month downtown; 2005 crime stats: violent crimes down, car theft going up, 1 homicide last year, calls for service about 17,000 per year (9800 in 1998); likes idea of privatization of parking enforcement; question about security if leased parking on 3rd floor – lighting has been improved and cameras have been upgraded & foot patrols; cameras are not constantly monitored, but are real-time; no major incidents in parking garage; question about area behind stores (Quartz Alley) and kids/drugs, etc.; Walk in your Shoes is on Sunday, 4/29

City Report – Gary Pigg – Earth Day on 4/22 (accepting e-waste & trash at library from 9-2), grand-opening of trail, City Hall employees should not be using parking garage—if anyone sees city employees using the garage, notify Gary Pigg at City Hall

Open Forum – None