

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – April 14, 2008 (Special Night Meeting)

Roll Call & Introductions – A quorum was not present (5 of 16 PDA Board members present); total of 8 people attended

Open Forum

Secretary ran an informal meeting as there was no agenda and very few members present. Decided to just have an Open Forum.

Lisa Crummett talked about events: had calendar (Founder's Day event is still on calendar even though it is not happening) for people attending, Broadway Assn may/may not do something; also distributed Rhythm & Blooms fundraiser flyer; getting raffle prizes from merchants, Les donating an afternoon for a couple that he would drive around to wineries in his as raffle prize, would be silent auction for higher end items; will have celebrity bartenders & 4 restaurants are providing food, have to sell 100 tickets to break even (have sold 7 so far), having cleanup on 4/15 at 8 am; Hot Diggity is the band; tickets available at various locations around town (Annieberries, River City Bank, Kiddly Winks, Placerville Clothing and online at www.placervilledowntown.com), will be a story about it in Mountain Democrat and contacted networks in Sac (may happen, don't know yet); Brewfest coming up on 6/28, tickets will be \$30 and available at various locations downtown and online at www.placervilledowntown.com; car show coming up on 5/18 (getting lots of applications); Banners on Parade going up in early June (artists also will be painting in a small Art on Parade design on the back which is in between the City's logo on the top and PDA's logo on the bottom); Youth Fest in July

Bill Robinson talked about the bags being decorated and sold at Gold Country Artists Gallery to benefit Flower Power (can bring any left-over bags to fundraiser), the Sierra Wildlife Rescue fundraiser event on April 27 at the David Girard Winery (Gold Country will be displaying & selling art); also mentioned that fact that what works best for Gold Country Artists Gallery is our email newsletter that goes out every month; talked about the Main Street News newsletter that comes out every 2 months (www.mainstreet.org is part of the National Trust for Historic Preservation) that tries to help Main Streets all across the country and they also have a Listserv that lots of Main Street marketing directors subscribe to and get messages from (Bill is culling messages that may be of value to Main Street in Placerville), Doug suggested forwarding those messages to another email account that anyone on PDA could look at

Chris Cole talked about the "Taste of Main Street" fundraiser for the music dept of El Dorado High School, cost will be \$12 (Bill Robinson will contact Sue Rees to get info to send out to PDA members); she mentioned that Cozmic Café will be represented at the library (food) on April 26th during the Earth Day celebration, entertainment at Cozmic Café is booked up through August—have lots of great entertainment coming, wants to offer some culture to the community; talked about partnering with Gold Country Artists to have them put some of their art on their one big wall that they have downstairs; Chris mentioned the latest edition of the Vine Times with Warren Dayton's art-ad in it; spoke of how the local restaurants are trying to get together in some kind of organization to collaborate on things; Chris spoke of the fact that with the dollar down, there will be a lot of overseas travelers coming through town (potentially)

Doug Braaten: asked about email list for downtown merchants, Bill has list of merchants on Main Street and wants to fill out at least email addresses & phone numbers and plans on going around to fill out the list; Doug talked about doing a group full-page ad for merchants downtown (on May 7) through in political insert in Mountain Democrat, Village Life & Extra; they are also putting together an ad touting where to spend your tax refund/stimulus money to come out on May 6; Cider Press & Farm Trails coming out with co-op ads in them; note that **Farm Trails & Visitor's Guide** and **Cider Press** are very good to give out at your businesses and there are a lot of them printed each year—should be out soon for this year (and should have some at the PDA meetings) and they are distributed to about 500 sites between San Francisco to Reno; suggested that we consider redoing tri-fold brochure that was more focused on merchant businesses downtown (Lisa suggested he get together with Marketing Committee) to have at various locations; talked about getting tour busses into town and trying to find places where busses can stop to drop off passengers and then where to park the busses to wait (possibility: drop off at Park and Ride and have trolley bring them downtown or drop their passengers off at the Cozmic Café area, drive to the park and ride to park, then pick them up at the other end of town sometime later

Les Russell mentioned that he will be coming around asking for sponsorships for car show (probably about \$40 or so)

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