

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – May 1, 2008

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

Police Beat – Chief Nielsen: Heading into heavy events season; National Night Out kickoff meeting on 5/15 at Town Hall (over last 4 years, Placerville has been either #1 or #2 in the nation for participation of cities our size), the NNO event will be on August 5; made drug arrest in garage & concentrating on garage in general; camera system working well; had 60 extra patrols downtown (30-60 mins each); Chief wants to have people call or email when there is any problem downtown

City Report – Gary Pigg: For old City Hall, had 8 brokers apply for RFP and city will be reviewing their qualifications & proposals & hope to have broker on board by next week; community cleanup collected over 45 tons of stuff (and Hospice was there and got donations too)—will be doing another one in the fall; light pole at RT Pizza was damaged and parts have been ordered; person by name of Lynn Murray checking downtown Placerville from an ADA perspective to try to be proactive; Randy Pesses: Contractor for Hwy 50 project can now get into creek to do work, is working on sidewalk & bridge near Bedford, getting the grading done on Hwy 50 for additional lane; mentioned sewer collection issue and potential change that may be proposed to deal with it—when a property changes hands, the portion of the sewer line owned by the property owner be inspected, tested and repaired as necessary to tighten up leaks and/or fix any problems, have a draft ordinance prepared and Randy is sharing with many groups around town (has copies available for interested people), no date set yet for City Council consideration

Business – El Dorado Arts Council – Deb Jensen: EDAC's specific task is to be an umbrella to all the arts and culture going on in the community; thinking of putting together a storytelling festival for some time in the future in downtown Placerville—these can fuel lots of business into the local economy for a weekend event and lots of businesses can get involved; wants to know if PDA is interested in partnering with EDAC in this effort, Deb will send PDA Secretary list of festivals coming up distribution; EDAC also wants to partner with PDA for any art-related events and for Third Saturday

Announcements – Merchant of the Month: What's the Scoop (Phil & Diane Huie) – at site of old Hillsider and mimicked after old-fashioned ice cream parlor, will have advertising on back of their menus (free—email to them at phil.huie@sbcglobal.net), opening today and hours will be 10am-7pm Sun-Thu, 10am-9pm Fri & Sat (may change as time goes on), also carry pies from Sierra Rizing, will have hot dogs from the Hot Dawgs place next door; Marketing & Event Report: Lisa Crummett – Rhythm & Blooms fundraiser is tonight (fundraiser for Flowers on Main Street) starting at 5:30, had small fundraiser at Steamers last Thursday evening (have about \$2400 so far); had copies of "Ten Tips to Build Customer Loyalty" as handouts at the meeting; car show is on May 18; (sponsorships still available), posters available; Farmer's Market scheduled to start on June 11 (5 pm to dusk); Brewfest is on 6/28, 6-9 pm; getting applications for craft faire & antique faire; Founder's Day: City cannot provide any money to sponsor Founder's Day and has gotten minimal sponsorships; city has said they would contribute \$1000 to a street dance, Lisa handed out sheet with cost estimates for a street dance on Founder's Day (\$3900), Wagon Train is still coming through (staging their vehicles at BofA) and want to leave a couple wagons on Main Street, Chris Cole made a motion that we postpone having a Founder's Day event downtown this year and do it next year, 2nd by Carol Patton, motion carried

Highway 50 Project – Rick Tippett: Bedford is shut down in one direction and they are working on Bedford bridge and the other two bridges (will get all the bridges done this summer), working on new lane every night and hoping to pave it over the next couple of weeks, want to get rid of potholes from sewer trenches, working on pedestrian overcrossing over Bedford, new traffic signal poles are in, once rail is on PV Drive to Main Street connector, they are hoping to open the connection from Forni road to the Hwy 50 onramp, PG&E supposed to finish soon and get sidewalks in on lower Main street and pushing to be done with that by Memorial Day; PDA will encourage businesses to decorate and do what they can

Grant Report – Jeff Thoma: spent \$2433, earned \$119 interest, current balance of \$35,379

Treasurer's Report – Ann Totherow: have \$37,980 in checking & savings

Chamber Report – Article coming out in California Healthy Living magazine about El Dorado County (about 4 pages worth); writer coming in August (7-11) who is writing an Explorer's Guide to Northern California

Open Forum – Linda Johnson encourages people to get involved in what's happening downtown; Bill Robinson asked if we could have more businesses open on 3rd Saturday & during discussion about this, Deb Jensen said she will meet with Marketing Committee to try and improve this & there was a suggestion to revive the 3rd Saturday Committee; comment about how EDHS does not allow local florists to deliver to the school, but they do allow people to sell flowers on campus because the school gets a cut of it, also EDHS does not allow local businesses who do tuxedos to distribute flyers, yet Men's Wearhouse gave flyers with a coupon (which gave kickback to EDHS)—want to make sure the school knows, so let kids know when they come in for donations, Matt volunteered to write a letter that merchants could use to send to the school; Lisa asked that people be thinking about what your activity will be for Girl's Night Out in August for publicity purposes (deadline is the July 10 PDA meeting)

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, May 22 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting June 5, 2008, at Cary House