

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – May 3, 2007

**Roll Call & Introductions** – A quorum was present.

**Police Beat** – Gearing up for summer and events; citizen's academy continues; had several incidents downtown related to Hillsider Saloon; Hillsider license revocation hearing is June 11 & 12 in Placerville in Bldg C at Fairlane courthouse; armed robbery yesterday on Broadway

**Highway 50 Project** – Two visitors from CalTrans (Shelly Chernicki & Clark Perry) to discuss Bedford Ave. bridge; Clark Perry gave overview of Highway 50 project (started June 2006, targeted to be complete in June 2009); would like to close Bedford Ave. bridge for 5 months (April thru September) to enable all work to be done on that bridge at once instead of working on one lane at a time over two seasons: traffic would be allowed to come into town via one lane of the bridge but not to go out during this time; Spring St. & Canal St. would still have the staged construction, which will probably be done this year and would still allow in and out access to downtown; question raised about special events and not having Bedford Ave. for people to turn around when Main St. closed; no schedule yet for proposed Bedford Ave. bridge construction if they do it in one season (the proposal); question about work to be done this fall too—Clark Perry said he would have to get back to us with schedule for this fall and preliminary schedule for Bedford Ave. Bridge construction; also question to Clark about pedestrian overpass, when it would be complete, and, the construction of the sewer line; general consensus by attendees was that we need more info about schedule before we could give a go/no go vote on CalTrans proposal

**City Report** – Gary Pigg – would like to have all merchants participate in Founder's Day; had community cleanup day last week with lots of stuff cleaned up; parking will be on 5/22/07 City Council meeting agenda

**Continuing Business** – No update from Sam on possible classes—he will send out an email about it; Flower Power project update – Mike Tomei & Carol Patton: hope to have 2 baskets up by the time of the car show (May 20), have \$1000 in bank—need \$2000; car show update – Les Russell: have about 150 cars signed up so far, response has been great

**Announcements** – Downtown merchant news: (Doug Braaten) for Founder's Day, there will be 3 contests: attire, animals, people's choice; (Carol Patton) talked with owner of building at Center St. & Main about painting something on his windows for Founder's Day and tried to generate interest at the meeting—no one volunteered to chair; Tomei's at 384 opened last week; Banners on Parade update (Lisa Crummett): artists are picking up the canvas now, will paint them in May and will be put up on light poles by Founder's Day, banners will be judged by two artist-judges on June 1; Linda Johnson spoke about the MPI credit card issue: the owner of the company was arrested and court-appointed person put in charge of company, the company has been ripping small businesses off for some time—be aware! Flex Your Power update – Lisa Crummett: PDA won a Flex Your Power award in the Energy Efficiency category, can see all winners at flexyourpower.org, Lisa going to awards ceremony on Saturday May 5, hope to get some promotion out of this; Carol Patton made motion to pay Lisa's expenses to go to SF to receive the award on behalf of PDA from Flex Your Power, Mary Meader seconded, motion passed unanimously; question from Larry Caso about possibility of getting grant from PG&E to enable downtown businesses to get more energy-efficient means for powering businesses; Carol Patton brought up that she and Lisa are going to invite (i.e., write letter) the Governor to turn on our Christmas Tree lights (members present thought this a good idea; there was a suggestion to invite the Mountain Democrat to our PDA meetings

**New Business** – Lisa needs money from merchants for Brewfest on June 30<sup>th</sup>; Lisa needs volunteers to work the Beer Garden at Founder's Day (volunteers will get Brewfest ticket); accepting applications for Craft Faire, applications for Antique Faire will go out during month of May; Christmas Trees – Carol Patton: no report, but Clark Perry will check on possibility of having Christmas Trees along Highway 50 during holiday season (thought probably no); suggestion to decorate Center Street garage with lights

**Grant Report** – Jeff Thoma: balance is \$42,022

**Treasurer's Report** – Denise Tomei: \$38,750

**Marketing & Event Report** – (see above)

**Chamber Report** – no report

**Open Forum** – May 17, 2007 is the official "Bike to Work" day, Carol requested that anyone having a bike—ride it to work; Newsletter update – Nate Ross: had meeting and it is in planning stage, not sure how to distribute, but moving along; bullet items only—no fluff; question about old City Hall: Gary Pigg said they have had one response to their RFP (which is closed) for the building, may go back to Blue Ribbon committee in next couple of weeks and may broaden RFP guidelines; there was a discussion about the town using the building to get people off of Highway 50

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**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the Month, 8:30AM, May 24 (Stamp It Rich)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting June 7 at Cary House

Submitted by Bill Robinson