

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – May 4, 2006

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

**Police Beat** – Chief Nielsen – June is busiest month with all the activities downtown (and early July) and with County Fair in mid-June; will have more presence downtown to hopefully eliminate problems; most recent case of a shooting does have the tone of being gang-related, so trying to set the tone to eliminate this kind of crime; gearing up for the construction projects; had about 30 foot-patrols downtown during the month of April; police staffing is currently at 19 with full, authorized staffing being 21 (which should be soon)

**City Report** – Gary Pigg – Earth Day event on 4/22 was very successful; construction is moving along; Waste Management has sold to Waste Connection and they are going through the re-franchise process with the City

**Highway 50 Report** – Randy Pesses – Equipment being moved in and Randy shared what CalTrans shared with everyone at the most recent meeting: will be working on the sewer line, two of the bridges, eastbound onramp from Placerville Drive to Highway 50 will be closed for 45 days (starting after the EDC Fair); will be taking down the Bedford St. pedestrian overcrossing this summer; will be doing Bedford St. bridge ½ at a time (inbound open, outbound closed); they have a very aggressive schedule; upper Main St. project also starting; workshop meeting scheduled for 5/10, 6pm-8pm at Town Hall about upper Main St. project; will be working on the project from 9am-4pm and will do night work when possible for about 75 working days

**New Business** (moved this item up in schedule) -- El Dorado County Beautiful Backroads – Valerie Zetner – EDC Agricultural Council: county is funding an agri-tourism project; have developed tour packages that focus on agriculture and they want to partner with various businesses in EDC; have picked September 16 & 17 as the weekend to try this out; will be tasteful, elegant packages; will be web-based sales; will have 4 theme areas (Country Fun, Great Escape, Adventures & Recreation, History & Culture) and packages that will fall into those theme areas; goal is to have one very successful event (144 packages to sell, priced in the \$400-\$500 range); will be presented at the Placerville City Council meeting; website is [www.explore-eldorado.com](http://www.explore-eldorado.com); Sue Russell at Chamber of Commerce will work with anyone who wants to be part of this; will be marketed in Northern California and Northern Nevada; next year will add more packages if this one is successful

**Announcements** – Highway 50 ground-breaking is on 5/10, 10 am on lower-Main St. near KFC; there will be a Sierra Business Council & California Preservation Foundation lunch forum on Wednesday, 5/31, 11:30-1:30 at the Cozmic Café (\$15 cost)—will be talking about cultural heritage & tourism; need one person to sign up for distribution of agendas/minutes in November (Linda Johnson signed up)

**Continuing Business** – Update on Transportation Committee meeting – Carol Patton – staff has recommended that the grant for the shuttle not be funded; there will be a transportation commission meeting on June 1 that we really need to support to try and get the grant for the shuttle funded

**New Business** – Nominations for new board member to replace Chris Branco: Carol Patton nominated Ann Totherow to be on the board, Doug Braaten seconded, motion carried

**Executive Board Meeting Date** – 3<sup>rd</sup> Wednesday of the Month, 8:30AM, June 21 (Tony Matthews)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting July 6 at Cary House

**Grant Report** – Jeff Thoma – spent about \$3,000 this year so far; \$20,000 set aside for some permanent-type advertising; Lisa passed around a sheet showing the schedule of television ad spots this year

**Treasurer's Report** – Denise Tomei – have \$65,792 in our general account

**Marketing & Event Report** – Lisa – For Clip 'n' Stroll, had 41 merchants participating and only about ¼ of the amount of coupons turned in as compared to last year; drew grand-prize winner (Jen Heath-200 PDA bucks); have more postcards & brochures (will be updating with Roll Out the Wine Barrels and Great Race events); Brewfest is coming up and will be coming around for people to sign up for hosting a brewery and collect \$50 (40 breweries); Founder's Day/Wagon Train event coming up on June 10 (need Beer Garden signups); Great Race: Lisa & Les went to City Council to try and get the top floor of the parking garage and some money to help with the tent, chairs, etc. (\$2600); Governor might come; Getting apps for Crafts Faire; Antique Faire apps going out; Roll Out the Barrel Wine event also coming on July 15 (500 tickets @ \$20 ea); Carol Patton mentioned that Davy Wisner wants to roll out his new stagecoach sometime in late July/early August

**Chamber Report** – No report

**Parking Committee Report** – Dave Machado – wants vote of approval from PDA for their recommendation: increase number of leased parking spaces to 200 (up to 5 spaces will be \$40/mo., 6 or more drops to \$30/mo, 4-hour parking passes for employees will be \$25/mo., 1<sup>st</sup> & 2<sup>nd</sup> floor of the garage will be getting electronic pay-boxes to purchase additional time (parking stays at 2 hours free city-wide) at \$1/hour; want to free up best and most convenient parking for customers; businesses will be able to buy validations for \$3 to give to customers who get tickets; private parking company that will manage it uses portable devices that remember license plates; there will be a first-time offense warning (for anyone); would probably be about 60 days before this could be implemented; Carol Patton made a motion to adopt the recommendations of the Parking Committee and submit a letter of support to the City Council, 2<sup>nd</sup> by Denise, and motion carried; question came up about including Saturday, Tony made motion to amend the original motion to include Saturday, 2<sup>nd</sup> by Carol Patton, motion carried

**Open Forum** – Mary Meader brought up a Senior Connection bus trip from Reno; GPS geo-caching is happening on Main St.; Maybe we can market to N. California & N. Nevada with the idea that Placerville is a relatively close destination in a time of high gas prices; Lisa: we put a proposal together to ask City to partner with us on some marketing for next year (would like to have PDA folks at meeting to support)

Submitted by Bill Robinson