

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – June 1, 2006

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

**Police Beat** – Chief Nielsen – June is the busiest month of the year for police dept.; 34 foot patrols downtown in May; had broken window at Hidden Passage Books and have active leads; state ABC is aware of Hillside Bar problem and has it under 90 days notice and there was a letter distributed at the PDA meeting from the owner of the Hillside; question from PDA member re loitering and panhandling downtown—Chief said they are dealing with it

**City Report** – Gary Pigg – trash cans were steam-cleaned last week and city is looking for funding to do that on a monthly or bi-monthly time period; sidewalks will be steam-cleaned by June 10 (also looking for funding to do that on a regular basis); new Waste Connections people have agreed to empty the trash cans 6 days a week; city wants to encourage people to get into the spirit of the western theme for Founder's Day

**Highway 50 Report** – Randy Pesses – brought copies of road work schedules (also available on City of Placerville website) for Highway 50; work under way for upper Main St. project; working out the kinks in signage for detours; schedules are subject to change due to unforeseen circumstances; question about a smaller sign by Murray & Downs (will check on smaller signs); reminder for upper Main St. merchants that if you have marks on your sidewalk indicating some kind of work to be done, check with contractors to see what's going on

**Announcements** – Brewfest is June 24 and the committee is asking for hosts (\$50)—please sign up as soon as possible; wine barrels will be out on Main St. on Saturday, June 3 (wine event downtown is on July 15); Founder's Day/Wagon Train is June 10; El Dorado County Fair is June 15-June 18; PDA will be going in front of open budget hearing at the City Council on 6/13, 7 pm, at Town Hall with a request for support funding for 2006/2007—need show of support from as many PDA members as possible; Please decorate your buildings with your patriotic bunting and swags on or before Founder's Day; request to keep the trash around the area of the dumpsters in the garage IN the dumpster, not outside the enclosure or outside the dumpsters themselves

**Continuing Business** – Support letter for parking to the City Council is not done yet (parking ideas going before City Council at first City Council meeting in July); shuttle has been funded; Sierra Business Council report (Bill Robinson) – trying to help develop tourism up and down the Gold Country, this forum was one of about 7 or 8 going on in various areas of the Gold Country area, these organizations are acting as facilitators to help develop and increase tourism in the Gold Country; speakers at Placerville lunch forum on 5/31 talked about SBC goals & mission, marketing the region, and preserving the historical heritage; SBC website is [www.sbdcouncil.org](http://www.sbdcouncil.org); there is a workshop in Placerville at Gold Hill Winery on 6/7 & 6/8 entitled "Developing Tourism Opportunities: Celebrating Arts, Agriculture, and Nature in the Central Sierra Nevada"; Transportation Commission meeting this afternoon (shuttle approved)

**New Business** – El Dorado County Visitor Authority marketing committee proposal for 2006/2007 – Sue Russell – Sue talked about the cooperation between the various Gold Country areas, including pooling of monies to do larger promotions of the region; money were disbursed this year through the Visitor's Authority; budget for next year was just approved by county; anyone who has anything to do with tourism can be in ads (if they want to help pay for them) and they do not have to be a chamber member; Visitor's Authority website is major website for El Dorado County

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the Month, 8:30AM, June 22 (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 – From 1/1/06 thru 5/31/06, earned \$577 interest, spent \$4100 on budget items, balance \$64,849

**Treasurer's Report** – Denise Tomei – balance is \$31,130

**Marketing & Event Report** – Lisa – Brewfest flyers available, Apple Hill Cider Press available, new calendars are out (Lisa has them and merchants can pick up calendars at MAD Things); 3 events on Main St. before next PDA meeting; sign ups needed for Brewfest; winners of Clip and Stroll have been spending their winnings

**Chamber Report** – Sam Muscarello – Saw 1<sup>st</sup> Architect's rendering of historic Main St walkthrough exhibit at State Fair; chamber is looking for workers at State Fair (mid-Aug through Labor Day); ED County is starting a leadership program—contact Chamber for more info

**Parking Committee Report** – none

**Open Forum** – try to keep the front of the stores clean; participate, smile, etc.; 3<sup>rd</sup> Sat Artwalk comments: not enough businesses open; maybe we want to look at 3<sup>rd</sup> Sat event next year; Joyce Amlick to get together with other galleries to come up with ideas; Les Russell – Great Race comments – want to make the Great Race event participants feel important so we are selling sponsorships of the cars for \$20 each

Submitted by Bill Robinson