

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – June 5, 2008

Roll Call & Introductions – A quorum was present (12 of 16 PDA Board members present)

Police Beat – Chief Nielsen: Changes in officer's shifts started June 1st (Sgt. John Kunkle will be concentrating on downtown issues); Linda VanHorn of Support Services is retiring and Aaron Pratt is replacing her as Support Services Supervisor; did a "Choices & Consequences" program for teens earlier this month with good response; talked about various events coming up (Wagon Train, County Fair, Brewfest) and cases that happened in and around downtown; Chief encourages PDA members to contact Sgt. Kunkle (but can also contact Chief); non-emergency police phone number is 642-5280

City Report – Gary Pigg: talked about putting up banners in windows for Wagon Train; broker signs on City Hall; budget process is reviewing parking; new City Gold newsletter is out

Business – Information regarding upcoming brainstorming meeting(s) to improve business on Main Street: want people to come to the meeting(s) with ideas; Carol Patton trying to find facilitator from Sierra Business Council for our meeting(s); proposal is 2 meetings: one morning and one evening; settled on 1st meeting on 6/17, 8-10am at Tomei's, then 2nd meeting on 6/23, 6-8pm at Tomei's

Announcements – Next PDA meeting will be on Thursday, July 10; Merchant of the Month: Courtyard Café (Dave Morill): taking proactive approach, have space now for about 150 people (inside & outside), inside is about 2800 sq ft; jazz starting up soon (Sat, 1-4), 5 wine dinners scheduled this year, will start serving dinners this month ("Mom's" cooking), will doing music inside in fall/winter months, becoming more involved in 3rd Saturday Artwalk & other downtown activities; marketing & event report – Lisa Crummett: Brewfest coming up 6/28—Main Street will be closed from Sacramento Street up to Clay Street, bands will be on Main Street, there will be food on Main Street; Farmer's Market coming up—will be around Bell Tower and east in the parking spaces on the street; did very well on Rhythm & Blooms fundraiser; flowers on the Bell Tower; next Girl's Night Out is on 3rd Sat in August (8/16); banners going up on Main Street on Monday and will have brochures soon; students from EDHS were at meeting to thank PDA for help with "Taste of Main Street"

Highway 50 Project – Rick Tippett: connector from PV Drive to Main Street opens (one way) tomorrow, westbound will be open towards end of summer; will be closing PV Drive offramp (westbound from Hwy 50) for 2 weeks later this summer to complete the new offramp; working on bridges (Bedford, Canal, Spring) and hoping to be done by 10/15 with all work on bridges; there will be Christmas trees this year (fences going up soon, there are plugs for the trees); majority of project should be done by sometime in October, but contract actually shows full completion in Feb 2009; will be paving Hwy 50 soon (starting with median, then new lane); Bedford should be open both ways by early August; on another note, there will be no work anytime soon on paving the main part of Main Street

Grant Report – Jeff Thoma: have \$34,000 in grant funds left

Treasurer's Report – Ann Totherow: have \$35,409

Chamber Report – new website is up (visit-eldorado.com); tourism industry up 4% over previous year; trying to incorporate Tahoe side in EDC tourism activities as partners

Open Forum – concern expressed about how to get ideas implemented after the meetings coming up and how to get the word out about the meetings to the merchants; farmer's market is a great opportunity for merchants to get customers into their shop and flags are available for merchants; complements to Les Russell for car show; statement made that nothing is open on Main Street in the evenings—businesses that are open get complaints that nothing else is open; suggestion to have an "Apple Festival" (Mike Tomei volunteered to be on/chair the committee); EDWA is having Harvest Festival on 9/13 & 9/14—maybe we can partner; idea came up to embrace Hwy 50 turmoil to create festival/party at end of construction

Executive Board Meeting Date – 4th Thursday of the Month, 8:30AM, June 26 (Stamp It Rich)

PDA General Meeting Dates – 2nd Thursday of the Month, 8AM; next meeting July 10, 2008, at Cary House