

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – July 12, 2007

Roll Call & Introductions – A quorum was present.

Police Beat – Chief Nielsen – June is busiest month of the year; Founder's Day was great event; 4th of July blast was successful; 5 officers downtown during Brewfest along with 4 volunteers & event went well; had one sexual assault in Quartz Alley, have warrant out for suspect; National Night Out coming up—in 2006, Placerville was #1 in US for size of city (2nd time in 3 years), this year will be on Tuesday, 8/7—over 30 block parties scheduled, events at MORE, library, etc., plus neighborhood block parties; traffic safety program will hold driver's DUI checkpoint in next 30 days, distributed community survey at meeting along with recruitment notice for volunteers (SHIELD, cadets), tentative date for rescheduled Hillsider hearing is 8/20, 21, & 22 at town hall; question re vagrant sweeps, another question about need for more safety for people during Brewfest at east end of Main St., complaint about skateboarder's and scooters on the sidewalks and complaint about illegal parking in the alley behind buildings on south side of Main St.

Highway 50 Project – John Driscoll – work going on re sewer lines at lower Main St., slow lanes in both directions closed at night for bridgework at Placerville Drive, bridgework on Spring St. to start in August so there will be one lane in & one lane out (nothing happening on Canal or Bedford St. bridges yet), starting 7/16, Forni Rd. at Main St. will be closed for 4 months to complete work on it (only residents of Forni will be allowed)—trying to get Placerville Drive connector to Main St. open this fall, main sewer line is 80-90% done with most of the work remaining being on the lateral lines coming into the main

City Report – John Driscoll – city has entered agreement with company (for 3 years) called CGI that produces community profile videos (60-90 seconds apiece—6 segments), when people go to city's website and click on Community Profiles they will be able to see the videos, letter going out to merchants asking if any one would like to participate (for \$\$), will be ongoing for 3 years and potentially renewable if successful, other cities that have done it are Glendora & Gardena; (Gary) sidewalks are being steam-cleaned again, garbage area in garage is filling up with stuff again, will be skateboard stenciling on sidewalk

Continuing Business – update on CalTrans signs: Carol Patton – have opportunity (through CalTrans) to have sign on Ray Lawyer bridge say “Historic Downtown, Next 3 Signals,” Carol has submitted grant form to Jeff Thoma, will also be smaller signs on 3 cross-streets both eastbound and westbound, John Driscoll committed at the meeting for at least \$1300 towards this effort, Denise Tomei made motion that PDA go up to \$5000 out of grant fund for the traffic sign, seconded by Mary Meader, motion carried (time frame for this is several months); update on City Newsletter: John Driscoll – at last City Council meeting, council directed John Driscoll to work with Carol Ann Ogdin on getting double-sided, one-page quarterly newsletter started; update on Flower Power: Carol Patton – samples are on light pole near Round Table pizza, wants feedback, will be looking at rest of lightposts over next few months—lots of people are helping bring this together

Announcements – each month starting in August, will have a Featured “Merchant of the Month;” this Tea Leaf Designs presented about their business: designs websites, logos, software problems, repair of PCs, networks, etc., and they are located at 420 Main St., Placerville (www.tealeafdesign.com), charges depend on the project; Chamber report: Laurel Brent-Baum – talked about gift certificate company (Certificheck)—they do gift certificates for merchants who sign up and make their money from advertising on their website and on the certificates (don't have to do this through chamber—any association can do it); also talked about lighted monument kiosk and will give info to finance committee; putting on spaghetti feed this coming Friday (July 13) at fairgrounds for Angora fire victims; Chamber now accepting applications for year-long Leadership El Dorado (see Sam Muscarello or Doug Brasten about their experience); will have stagecoach rides on Main St. July 21; Hangtown Jazz Jubilee: Mary Meader – have venues, event is on 10/7; Cary House did sell (Clarion) and Moctar will be leaving—will be goodbye party on Sunday, July 29 at Tomei's; will have presentation in September re Viet Nam plaques

New Business – None

Grant Report – Jeff Thoma: spent \$17K so far this year, earned \$652 interest, balance is \$47,800

Treasurer's Report – Denise Tomei: have \$30,982 (not including Brewfest)

Marketing & Event Report – Lisa Crummet: Brewfest sold out, expanded to east end of Main St. this year, need more porta-potties; sold tickets through Paypal (very successful); merchants need to have water to drink and rinse out their glass at every site; Craft Faire is on August 12 (have 75 applicants so far); revising commercials; hoping to go before City for money in August; Antique Faire is getting some applications and will have to see how that goes this year

Chamber Report – (see above)

Open Forum – Ann Totherow talked about Autism event she is sponsoring at MORE on Saturday, 7/14 (1 of every 150 children born with Autism—mostly boys); Chris Cole: Cozmic Café having benefit concert on 7/22; Carol Patton mentioned about a summer sale this weekend; Bill Robinson mentioned that the El Dorado County Fire Safe Council has lots of information about fire safety (www.edcfiresafe.org); article in Sunday, 7/8/07 Sacramento Bee about Placerville; question about more publicizing of Sierra Art Affaire

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, July 19 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting August 2 at Cary House

Submitted by Bill Robinson