

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – August 3, 2006

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

**Police Beat** – Chief Nielsen – July was busy month; had 1<sup>st</sup> homicide of the year (domestic violence); 4<sup>th</sup> of July at fairgrounds was OK; Great Race went off very well public-safety-wise; Tuesday evening was National Night Out event went great (also kick-off event)—had 29 venues in the community (biggest participation we’ve ever had); many patrols downtown (104 patrols in July downtown); introduced new traffic enforcement officer (motorcycle), Dan Mayfield; also have new Dodge Charger police car; if any traffic issues, contact Officer Mayfield

**City Report** – No report

**Highway 50 Report** – Randy Pesses – Contractor making progress on Upper Main St.; have encountered many issues with utilities under the street; think grinding will start in mid-August but may change due to utility conflicts (schedule has slipped due to utility conflicts; will be doing lots of work at night; Caltrans driving piles for bridge over PV Drive; digging the sewer line at Bedford; will also be starting some of the foundation work on the Bedford St. over crossing; the ONLY work being done on Main St. is on upper Main St. from Bedford to Broadway—NOT on Main St. west of Bedford.

**Announcements** – Bill is sending out agendas by email too—if you want to get agendas by email and are not currently, give Bill your email address; the agendas are also available on the PDA website ([www.placerville-downtown.org](http://www.placerville-downtown.org)); Craft Faire is on August 13; Antique Faire is on September 24; Board members need to attend meetings—our bylaws state that board members “who miss two consecutive meetings of the Board, or five within a twelve-month period without good and sufficient reason may, at the discretion of the Board, be removed from office;” nominations for 2007-2008 board members are coming up in October—be thinking of potential board members; there are currently two openings on the board

**Continuing Business** – City Council funding for 2006-2007: PDA proposal of \$25,000—PDA will get somewhere between \$18,800-\$23,800 that we can request, if we can put together a good marketing plan that we can present before the City Council for their approval; there will be an advertising committee meeting on Tuesday, 8/15, 8am at River City Bank; no report on Caltrans signs; parking ordinance: nothing will be happening until the upper Main St. project and parking lot at Mosquito Rd. is done; contact City Hall regarding leasing parking spaces

**New Business** – Results of Founder’s Day surveys: will probably do it again next year and committee could use more help

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the Month, 8:30AM, August 24 (Tony Matthews)

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

**Grant Report** – Jeff Thoma – spent \$6500 this year so far; earned \$876 interest; current balance is \$63,280; have a grant request for \$8,000 purchase and deployment of a police K-9; grant committee recommends denying request because it does not fit in PDA mission; however, suggest donating \$1000 to get them started; Tony made motion that PDA donate \$1000 out of contingency fund for seed money toward this effort and challenge other organizations to contribute to this effort, seconded by Sam, motion carried

**Treasurer’s Report** – Denise Tomei – have \$47,180.38 in accounts

**Marketing & Event Report** – Lisa – State Fair booth about Historic Main St.: showed blueprints and went through how booth will be arranged; can call in to do shifts; when working shifts, can wear logo shirts, etc. (8/11-through Labor Day); Craft Faire on Sunday, 8/13, 8am-3pm; Antique Faire is 9/24 and apps are starting to come in but apps are light; Art & Wine Festival coming up on 3<sup>rd</sup> Sat in October with street closed and band at the Bell Tower; Joyce Amlick talked about her committee’s efforts to improve 3<sup>rd</sup> Saturday by turning it into an open house of as many merchants as possible; signing up businesses to be open and advertised in Walking Guide

**Chamber Report** – no report

**Parking Committee Report** – none

**Open Forum** – sheets at meeting for Veteran’s Memorial Fund; parking question: will have “Hang Tags” for businesses with many employees and discounts for multiple spots; free parking at Mosquito Park ‘n Ride with shuttles; question about use of old City Hall building (RFP needs to go out about leasing or selling); Jeff Thoma & his wife have purchased Golden Poppy Café and will open in November as Heyday Café and Wine Bar; question about putting flowers along Main St. like other towns; Community Pride takes care of flowers along Main St. & Dennis Look takes care of flowers at Bell Tower; if you want to do flowers, need to submit plan to put flowers in and take care of them; encourage merchants to keep the area in front of their shops clean; possibly contact 4H and/or Boy Scouts for flower project; Doug Braaten putting together project to put two-page spread in Foothill Style magazine (to be brought up at Advertising Committee meeting on 8/15); Secretary will mail out info about meetings; person from Cozmic Café offered their facility as alternate to Cary House

Submitted by Bill Robinson