

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – August 9, 2007

**Roll Call & Introductions** – A quorum was present

**Police Beat** – Chief Nielsen – Extra patrols downtown continue; National Night Out on 8/7 was a great success; suspect in sexual assault reported on last month has been arrested in Kingman AZ & will be brought to CA at some future date; checkpoint on 7/28 on Hwy 50 had 2200 cars come through, booked 11 people for DUI plus a few other violations; hearing for Hillside will be at Town Hall on 8/20, 21, & 22; someone reported that people still parking in Quartz Alley fire lane, also leak in oil can (restaurant oil); someone reported about a lot of noise on the street in front of Cary House, also people have to walk around smokers on the street in front of bars (send report to ABC); someone asked about foot patrols downtown (every day); another incident at Gilatos was reported about that Chief is looking into

**Highway 50 Project** – Randy Pesses: working on sewer/storm drain lines, had to close off Forni Road connection to Main Street (done about November), plan on starting work on Spring Street & Canal Street bridges at beginning of September; signage: Caltrans has committed to placing sign on Ray Lawyer Drive overpass of Hwy 50; when done? Will not be done by August 2008—most likely spring 2009; Hangtown Creek: working on getting contract with CCC to do selective clearing in creek beginning (hopefully) in Sept/Oct; Grant (\$400K) to complete master plan for Hangtown Creek with associated analyses was not awarded; Bedford closure to do work is up in the air

**City Report** – Gary Pigg: hazardous tree removed on Main Street (authorized); Gary is looking into oil leak in back alley; loitering in parking garage—if you see it or feel threatened, call police dispatch about it; someone mentioned about the skateboarders; introduced new owners of Powell Brothers Steamers

**Continuing Business** – Update on Flower Power – Mike Tomei: flowers are thriving, Bill creating brochure for sponsorships, lots of positive comments

**Announcements** – Stagecoach rides on Main St. on 3<sup>rd</sup> Saturday (August 18); fire insurance – Linda Johnson: people are covered under their homeowner's insurance in wildfires; Computer/software training – Bill Robinson: starting business to train people on various applications, also will be doing training at Stamp It Rich (Creating Marketing Materials Using Photoshop) on September 9 & 12

**New Business** – Guest speaker: Outreach Coordinator from Folsom Lake College (Von Bielefeld: Bielefv@flc.losrios.edu): Folsom Lake College, El Dorado Center, is located off of Missouri Flat Road (1994), have about 7000 people in the 3 campuses; want to be part of community; promoting “Community Inspired Education” and wants to develop classes useful to downtown merchants; have a community center that people can use (0-\$50); celebrating 40<sup>th</sup> anniversary in 2008; Art & Wine Festival is on 10/20 and anyone wishing to participate needs to get \$50 to Lisa as soon as possible, banners will be auctioned off during the event, tickets go on sale after Labor Day

**Grant Report** – Jeff Thoma: spent \$19,341 this year, have balance of \$45,611, no new requests

**Treasurer's Report** – Denise Tomei: have \$57,676 in all accounts

**Marketing & Event Report** – Lisa Crummet: this Sunday is Craft Faire; on Tuesday, 8/14, going before City Council to tell them how we are going to spend the \$15K earmarked for promotion, will be showing new commercial, show them how we spent money this past year; Sue Rees has been working with PDA Webmaster (Sharon Baldwin) on making link about craft stores around Main Street, also working on wedding planning on Main Street; Antique Street Faire on 9/30; Linda Johnson: Sierra Art Affaire was successful (had about 60 people sign up) and looking forward to next year

**Chamber Report** – Sue Russell: reported on trip to Kelowna, BC, where everyone works together to make things happen in their area; will be giving report to BOS about what she has been doing; Sam Muscarello: found out about resource center at Chamber that has classes and is looking for feedback from PDA members as to what they want to have.

**Open Forum** – Mike Tomei talked about “City Ambassadors” idea from Jacksonville, FL—suggested we start a program like it in Placerville; have packets from Job One for employers on Main Street; Jeff Thoma: Heyday is doing a silent auction as fundraiser for one of their employees who was in accident; Murray & Downs and another architectural firm (Oshima & Yee) in Sacramento have merged to form ANOVA Architects (so now have Sac office and Placerville office); Chris Cole: On Sunday, 8/12, Cozmic will be hosting a band benefit concert for young person injured in accident; mortgage business adjacent to Cary House is available for rent; V. J. Patel (new owner of the Cary House) introduced himself and Chester Webb (new manager of Cary House), not a big corporation—a family-owned business; Mike Tomei: announced opening of his daughter's new store (Firefly) on Main Street (near Empire Antiques)

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**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, August 22 (Stamp It Rich)

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

Submitted by Bill Robinson