

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – September 7, 2006

Roll Call and Introductions – A quorum was present.

Police Beat – Craft Faire was uneventful

City Report – Gary Pigg – Sidewalks were steam-cleaned over the last month

Highway 50 Report – John Driscoll -- Paving for upper Main St. starting now and on-ramp to Hwy 50 from Placerville Dr. should be very close to done by next week; Rick Tippett: 1st layer of surface put down between Cedar Ravine & Bedford; after 1st layer is all done, will come back and put final rubberized asphalt layer on entire area of construction, then stripe it about a week later—hope to have it finished by end of month/early October; Caltrans has gone to 24/7 schedule to get ramp open sooner (by next week); section of PV drive connecting to Main St. will take through the rest of this year to the end of next summer (tentative)

Announcements – Fundraiser for Marshall Hospital on 9/23 downtown; Nominations for 2007/2008 board members are coming up in October; Art & Wine Festival coming 10/21 (PDA members who want to participate get \$50 to Lisa ASAP); Studio Tour 2006 coming up in EDC on 9/29, 30 & 10/1—map available at various locations downtown; Davey Wiser's new stagecoach will be downtown on 9/16 & 9/17, 12-4 (Norm will also be at Bell Tower to help raise some funds); for information about getting flyers attached to this agenda & minutes, contact Doug Braaten at 295-1007 (need to have flyer to MinuteMan Press by Tuesday before the week of the PDA meeting)

Continuing Business – City Council funding proposal for 2006/2007: Lisa – PDA wants to go before Placerville City Council to request funding help from City's budget for advertising in 2006/2007 year and handed out sheets showing PDA advertising committee's recommendations; Lisa went through handouts; Carol made motion to accept the recommendations of the advertising committee, Denise seconded, motion carried; Carol then moved to send the list back to the advertising committee for prioritization before presenting to City Council, Tony seconded, motion carried; Joyce Amlick talked about success of last 3rd Saturday and we will continue the effort (Walking Guide, balloons on businesses that are open)

New Business – Nominations of new board members will be in October; if you want to be a board member, contact one of the current board members (people who will be replaced/renominated are Ann Totherow, Paul Figoni, Tony Granados, Mary Meader, Bill Robinson, Kary Faria & Sam Muscarello; also, have one vacancy to fill); can be on board for two, two-year terms; Linda Johnson of Stamp It Rich talked about an art event she's planning on spearheading for next year, it will be called the Sierra Art affaire and will consist of art classes given in the community (& a trade show, maybe at Town Hall) with people attending from all over the country, dates will be 7/30/2007-8/2/2007, will need locations in downtown businesses to hold classes, Linda will invest in advertising and would like other businesses to maybe do some advertising too, shooting for about 50 classes and hoping about 175 people attend; Jim Doolittle from Motherlode Energy Watch made a presentation to PDA about a potential pilot joint project between the PDA and Motherlode Energy Watch Project to replace inefficient incandescent business rooftop lights with LED, tried it out over last few months on Cary House, amount of energy savings with LEDs would be great, goal is to do it at no cost to most businesses in downtown area, would like to do it in October before holiday season, want PDA to be primary sponsor, Exec Board & Board will have meeting with Jim Doolittle; Jazz Jubilee is on 10/1/06, 12-5 (already \$500 budgeted in PDA budget)

Executive Board Meeting Date – 4th Thursday of the Month, 8:30AM, September 21 (Tony Matthews)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting October 5 at Cary House

Grant Report – Jeff Thoma – Have \$62,552 in grant fund, spent \$6399 so far this year and have gotten \$1038 interest Jan-Aug; have one request to reprint brochures (20,000 brochures for \$3170); Carol made motion to approve the grant request, Tony seconded and motion carried

Treasurer's Report – Denise Tomei – Have \$22,180 in CDs, \$12,363 in checking and \$10,260 in Art & Wine acct—total, \$44,803

Marketing & Event Report – Lisa – People who want to host winery at Art & Wine festival on 10/21 need to get \$50 to Lisa; Christmas committee should be meeting soon; Antique Faire coming up on 24th; having meeting next week with Chief Nielsen with businesses at the other end of Main St. about those businesses' participation in events

Chamber Report – Sam Muscarello – proposal to send Laurel at Chamber a thank you for participation in the State Fair and recognition of 2nd place winner (Linda Johnson will do it)

Parking Committee Report – none

Open Forum – Request by Linda Johnson to have downtown merchants look at their gas bill—think they are getting gouged; Roxanne spearheaded a group of people who presented and read their petition signed by many merchants on Main St. against the parking proposal, much discussion about this and meeting was adjourned with no action from PDA

Submitted by Bill Robinson