

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – October 2, 2008

Roll Call & Introductions – A quorum was present (13 of 16 PDA Board members present)

Police Beat – Chief – Having problem with area in back of Ivy House parking lot with kids; concentrating on skateboarding; (comment from attendee) need police officer on Main St. about 3:30 pm to enforce no skateboarding; also comment about not writing tickets for bicycles on Main Street sidewalks; question to Chief re possibility of licensing skateboards (would take City Council action)

City Report – Gary Pigg – Had city-wide cleanup, handed out copies of City Gold newsletter; El Dorado County Fire Safe Council having a meeting on 10/9/08 to expand their fire safety program in the city; Fox lot is closed for about two weeks for sewer line replacement; will wash all sidewalks & trashcans just after Halloween; Founder's Day is next June 13 (along with Wagon Train); have met with Christmas parade organizers to establish ground rules (length of parade, etc.); verified that permit for La Casa Grande has been "pulled", the Tomei's building is being renovated inside for the new restaurant, and it looks like the building on the corner of Center & Main will be torn down eventually

Business – had a business brainstorming meeting about 3 weeks ago and 8 people showed up, revised the mission statement, Crystal Newton made a motion to vote on the Mission Statement, 2nd by Roxanne Sefrain, after some discussion, voted and approved by a show of hands; motion made by Chris Cole to approve the revised Mission Statement, 2nd by Les Russell and approved by a show of hands; Carol went over rest of what was talked about during brainstorming session (merchant of the month, cooperation with Red Hawk Casino, updating of website, scholarship program, redevelopment); Linda Johnson made a motion to have another brainstorming meeting in the evening in October and the November meeting will incorporate some time for the business brainstorming (10/20/08, 6pm, at Cary House), 2nd by Roxanne Sefrain, lots of discussion, approved by show of hands; PDA Board nominations: Carol Patton nominated existing Board members who can run again (Ann Totherow, Linda Johnson, Dave Morrill, Sara Young and Jeff Thoma), Diane Stading, Dave Machado [withdrawn after meeting], Tony Granados, & Kris Payne, Doug Braaten, 2nd by Mary Meader, nominees approved by show of hands, form coming out in the next week (general membership of PDA can vote—1 vote per business); lights update: Lisa Crummett – Eco Signs is working on repairing the lights; discussion about free holiday parking: Parking Committee's recommendation for holiday parking – Mon-Sat go to 3 hour parking, enforce red zones, yellow zones, still have leased parking (basically, anything that is now 2-hour parking will go to 3-hour parking during the holidays), Dave Morrill made a motion to adopt the Parking Committee's recommendation, 2nd by Carol Patton, motion passed by a show of hands, now PDA's recommendation will given to the City Council who has the ultimate say in the matter (will be voted on this month)

Announcements – Anova Architects is moving in month of January, so that building will be available then; Christmas trees along the freeway at this time is unknown (CalTrans has rejected the app for the encroachment permit to do the Christmas trees); Marketing & Event Report: Lisa Crummett – City Council approved the \$10K for PDA; talking about combining Antique Faire & Craft Faire into a Peddler's Faire next year; A&W Festival coming up; Apple Festival committee has met twice; Foothill Style just came out with Reader's Choice Awards—many top choices for many businesses on Main Street and Brewfest was top choice for events; Web redesign is going on; Christmas campaign: Roxanne will be going around soliciting money for Christmas advertising; co-op ads in various pubs going on & Radio advertising will be going on too; Holly Jolly Trolley has potential issue brewing (with potential Federal funding); using many of Paul Cockrell's photographs on website (will allow usage with just photo credit); will be a City Council candidate's forum at the Cary House on 10/8, 6 pm (Linda Johnson will facilitate); Halloween update: several thousand people expected 4-6pm on 10/31; Understanding Your Local Economy workshop on 11/7, 2-4pm in El Dorado Hills (call 530-898-4598 for info); Stagecoach rides on 3rd Saturday in October; recommend merchants take down advertising/event signs on vacant buildings

Highway 50 Project – Rick Tippett – running behind on the bridges by about 2 weeks and they are still saying they will be essentially done by the end of October; Placerville Drive off-ramp: they are over time on it, but close to being done; will be working on pedestrian overcrossing through the winter (after it is done, 3rd lane eastbound will be open); will work on sign on Hwy 50 pointing to parking garage

Grant Report – Jeff Thoma – \$34,627 (not including \$9K for next spring and \$9K for bows); earned \$452 interest this year; spent \$21K this year

Treasurer's Report – Lisa Crummett – have \$59,000

Chamber Report – Jody Franklin – talked about putting together tourism packages

Open Forum – fundraiser at Townhall for police dog Saturday night 10/4; Jazz Jubilee fundraiser is on Sunday, 10/5 at Town Hall; Chris Cole has sold Cozmic Café (thanks to Chris for her efforts); A-Boards/sandwich boards on sidewalks are illegal

Executive Board Meeting Date – 4th Thursday of the Month, 8:30AM, October 23 (Stamp It Rich)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting November 6, 2008, at Cary House