

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – October 4, 2007

Roll Call & Introductions – A quorum was present

Police Beat – Chief Nielsen – As of 9/19/07, Hillsider is closed and has moved out of the premises; went over various events from police perspective; introduced officer Jason Alger & his K-9 Rico, who is retiring soon—looking for support (donations) to help with cost to replace Rico; Tomei's offered to do fundraiser; will have new dog from Holland very soon (will be on street during Trick or Treat on Main Street)

Highway 50 Project – Randy Pesses: Making pretty good progress: working on Canal Street & Spring Street bridges (additional lane open in November), Placerville Drive connector (open in November), doing erosion control work; also CCC working on cleaning out Hangtown Creek on upper Main Street for flood control—will go all the way down to Spring Street

City Report – Gary Pigg: Sidewalk trash cans will be cleaned after 10/31 and sidewalks will be cleaned all the way from the Druid monument to Spring Street; trees on Main Street are being analyzed by arborist and will be trimmed soon; all businesses should look at ADA requirements; question about skateboard signs and when they will be done—public works is looking at it; John Driscoll will give update about parking to City Council at 10/9 meeting: will tell them that revenues have about broken even with expenses (cleaning, signage, etc.), they have discontinued sweeping service and have contracted with MORE to clean parking lots, garage, stairwells, sidewalks, pay stations every week, have 2-3 people waiting for a parking permit; have eliminated the “call in to extend time” service due to low usage and high cost, will propose change to council to eliminate parking fees on Saturdays in lots & garage (but have to emphasize to employees that prime parking is for customers), parking enforcement tickets are way down

Continuing Business – Update on flower power: Mike Tomei: got \$100 donation already, will place 4 planters for fall—two up by Round Table and two by the Fox lot (summer plantings DID survive), had small two-sided donation brochure/card created by Bill Robinson with the various levels of donations that will be accepted; no update on CalTrans signs; Art & Wine Festival update: Lisa – it is on 10/20, 6-9 pm on Main Street, have 37 wineries participating, tickets are for sale already (\$30 ea), will also have Banners on Parade silent auction that evening, also will be notecards & bookmarks depicting the banners available for purchase/order; update on Fausel House: Jeff Thoma – took about 3 days to fully move the Fausel House to its new location, now it will be renovated back to its original splendor, will be doing retaining walls up on the hill behind the Fausel House, dirt removal will be completed soon, new ANOVA Architects 18,000 sq ft office building should be completed one year from now; EDHS kids want give something back to Main Street for all the help they have gotten by helping merchants give out candy during Trick or Treat on Main St, so if you need help, contact Lisa Crummett

Announcements – Featured merchant of the month: Gothic Antiques & Curiosities (Crystal Bunn): located where Country Color used to be, hours MTW by chance or appt, Thurs-Sun, 11-6, have lots of vintage clothing (Victorian to the 1940's), ladies hats & top hats for men, lots of costume jewelry, some estate items, lots of Halloween items, curiosities (90% of items are old) and books

New Business – Julie Croteau from DA's (515 Main St., 621-6788) office talked about the bad check program for merchants and how it works (no cost to merchants): for bad checks (no credit cards yet, they need the original check, the crime report form (handed out at meeting) & any other information you have—make copies for yourself of all information; nominations for Board Members for 2008-2009: Carol Patton moved to re-nominate all the existing Board members that are eligible (Chris Cole, Carol Patton, Nate Ross, Less Russell, Jim Baehne & Larry Caso), Bill Robinson seconded, motion carried, Jim Baehne nominated Roxanne Sefrain who accepted (seconded by Carol Patton), Carol Patton nominated Susie Huber who accepted (seconded by Denise Tomei), Jeff Thoma nominated Crystal Newton who accepted (Doug Braaten seconded), there being no further nominations Carol Patton moved that nominations be closed (seconded by Mary Meader)—will have new ballot with all 9 names to be voted on for 8 positions to go out next week; Farm Trail folks introduced presentation by Shauna Hargsell about the potential of having an evening (Wednesday or Thursday, potentially June-October) Farmer's Market in Placerville possibly starting next year—formed Farmer's Market committee composed of Doug Braaten, Annette Schoonover, Ann Totherow, Susie Huber, Mike Tomei & Gary Pigg, Shauna manages farmers market in Folsom (2 years)

Grant Report – Jeff Thoma: spent \$19,513, have \$45,539 left

Treasurer's Report – Denise Tomei: have \$59,160

Marketing & Event Report – Lisa Crummett: Talked about Sacramento Magazine's ad with two merchants from Placerville and full page ad in Foothills Style; Mt. Democrat will have Reader's Choice Awards published in early November and there are lots of winners from downtown, also articles in LA Times; Festival of Lights being set up now—also, Merchant's Open House is the same weekend (after Thanksgiving); Antique Street Faire was successful, but short on vendors; Les Russell has volunteered to loan his fire truck for the Christmas Parade

Chamber Report – Sue Russell: Hangtown Hold 'em is coming up on 10/27 at fairgrounds; also have tickets for raffle of trip to Hawaii

Open Forum – City Gold newsletter is out now and businesses can put their logo on the newsletter

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, November 15 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting December 6 at Cary House

Submitted by Bill Robinson