

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – November 1, 2007

Roll Call & Introductions – A quorum was present

Police Beat – Chief Nielsen – Closely monitoring bar activity downtown and concerned about problems (also met with ABC & bar owners), have extra officers on patrol; caught “soda can bombers”; events in October all went well; VJ from Cary House went through everything that has happened in the last couple of months (went through good items first!); read from list of items such as people leaving due to noise on the street (9 people), other times when people left Cary House or called police and this is happening every weekend (between 10 pm – 2 am), trying to get bus tours; others in the audience spoke of problems with bar patrons vomiting in their entryway and there was much talk about this

Highway 50 Project – Rick Tippett: Working hard to get new lane paved (December?), holding off on Bedford bridge until next year, Forni Road & Placerville Drive–Main Street connection: working on piece from eastbound onramp from PV Drive to Highway 50 to Forni Road & hoping to have it open in a couple of weeks and people driving east on PV Drive will be able to use the connection to Main Street, but it will be another 6-9 months before people can use the Main Street to Placerville Drive connector driving west (due to bridge where Highway 50 crosses PV Drive needing to be enlarged), piece from Forni Road to Main will (hopefully) be open 1st or 2nd week of December (so, will be able to come from Placerville Drive to lower Main Street, but will not be able to go from lower Main Street to Placerville Drive until next year when bridge is completed); will have cones be widened soon near downtown; sewer is almost done; will be putting all utilities underground from Spring Street to Placerville Drive after Christmas, will have more street lights; will be re-striping intersection of Main Street and Pacific Street; bridge at Spring Street will be widened somehow after November 11 to make 2nd lane available (either by City or contractor); will be (eventually) barrier along south side of Highway 50 that will be fitted with electrical plugs (for Christmas trees, etc.); have started on the Bedford pedestrian overcrossing and hope to have that done by mid-summer of 2008; most construction should be done by this time next year (next summer will be very busy summer)

City Report – Gary Pigg: MORE is cleaning the sidewalks, parking lots and garage every week and Gary would like any input about it; sidewalks & trash cans will be steam cleaned; will be getting bids on re-powder coating the trash can lids; remaining trees on Main St. will be looked at; construction in parking lots almost completed (done by Thanksgiving); parking update: City Council elected not to suspend parking regs on Saturday and will have enforcement during holidays, get any input to Gary; have addressed problems with lights in the parking garage; question about the building on the corner of Center and Main St. (boarding up windows), city has issued correction notice

Continuing Business – Update on Flower Power: Mike Tomei – Two fall pots in the Fox lot and two at Round Table lot, have brochures for distribution for donations, how much money we get will determine what we do, would like to have pots on Main Street by end of 2009, will do four more pots next spring, looking for someone who is commercial irrigation developer who could plan an irrigation system coming out from the Bell Tower and radiating to the ends of Main Street—contact Carol Patton; update on CalTrans signs: Rick Tippett – Have been trying to get in touch with contact person who is out due to family emergency/sickness, so looking at alternatives—will report back in December, questions about what we can do in the meantime (not much, so may pursue our own idea for a temporary sign during the holidays), suggestion to put up Christmas Banner on Welcome to Placerville sign or on pedestrian overpass, PDA will do something on our own if we don't get help from city or CalTrans; Carol Patton made motion to have Jim Hadakis do a 6' x 25' (roughly) banner designed by Lisa, Jim, Linda & Denise for PDA (can be reused in future years) with cost not to exceed \$1200, seconded by Sara Young, motion passed; 2008-2009 Board Member vote results: Lisa Crummett – Board members elected are Larry Caso, Chris Cole, Susie Huber, Crystal Newton, Carol Patton, Nate Ross, Les Russell and Roxanne Sefrain; Farmer's Market update: Mike Tomei – decided to have Wednesday night downtown Farmer's Market in the summertime in conjunction with Farm Trails

Announcements – Featured Merchant of the Month: Firefly (Mallory Tomei), open 7 days a week, 11-5 (Denise Tomei gave rundown); Merchant's Open House Friday & Saturday after Thanksgiving: extended hours 5-8, make sure to have snacks; Les Russell has agreed to let PDA use his fire truck for the Christmas Parade, theme is Christmas Tales and Les will be dressed up as “The Grinch” and his fire truck will be the Grinch's sleigh—need people who will be dressed up as “Whos”; want to have pizza lunch for people cleaning the creek

New Business – None

Grant Report – Jeff Thoma: spent \$21,577 this year, have balance of \$43,376

Treasurer's Report – Denise Tomei: \$52,511 in accounts

Marketing & Event Report – Lisa Crummett: sold about 820 tickets for Art & Wine Festival; sold all the banners and raised about \$3000; Festival of Lights coming up: Main Street will be closed, entertainment on the street, tree lighting at courthouse; Visits with Santa on December 1 at Tiddlywinks and two at the Courtyard Café on December 8 & 15, entertainment at the Bell Tower on weekends, stagecoach rides (12-4, weather permitting—watch for dates soon), special holiday flyer will be out soon, parade will be on December 2 (starts at 1 pm)

Chamber Report – Sue Russell: Hangtown Hold'em has been changed from 10/27 to 1/18/08 and will be at the Diamond Springs fire station

Open Forum – Need PortaPotties for Halloween; need to address Main Street closures during events (where to close: Sacramento Street or Center Street), will also have tickets on sale for trip to Hawaii; Lisa handed out more of the event schedule postcards (holiday schedule postcards should be out next week); Carol Patton mentioned that she would like to see PDA push for having parking at the Caboose (behind the Shell Station) be for busses and more parking (letter-writing campaign, committee?); VJ offered to supply an email address to capture info re bars—will send address to PDA secretary (keep comments professional); Les Russell: 2nd annual Hangtown Classic Car show will be on May 18, 2008; Lisa Crummett: had membership applications to hand out for Lion's Club;

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, December 20 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting January 4, 2008, at Cary House