

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – November 6, 2008

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

**Police Beat** – Chief – October events downtown went very well with minimal problems (~2500 people on Halloween); still some problems at the Ivy House lot; Christmas parade will be shorter

**City Report** – Gary Pigg – Halloween event was “awesome”; no Christmas trees on Highway 50 this year (hopefully next year), looking at alternatives; talked about proposal to make 2009’s Founder’s Day/Wagon Train a city-wide event with a morning event on Broadway, the main event downtown in the afternoon, and nighttime events at the Fairgrounds on Placerville Drive, rough show of hands was positive, budget could be questionable (city has committed \$7500 towards event); parking downtown has been extended to 3 hours from 11/1 through 1/1, signs & machines have been changed (info will be featured in Mt. Democrat); Randy Pesses: wants to apply for grant to remove sewer line from Hangtown Creek (near El Dorado Trail) between Clay and Locust Streets and asked if PDA would be co-applicant (as a community organization) for grant—no impact construction-wise to downtown and no cost to PDA, Larry Caso made motion, Carol Patton seconded, motion passed (Linda will write letter)

**Business** – Third Saturday – Deb Jensen: talked about meetings that have been going on (spearheaded by EDAC) to improve 3<sup>rd</sup> Saturday, some ideas are change hours to 4-8 pm, advertising (co-op, postcards, etc.), April through October, looking for suggestions & input, not budgeted yet; businesses that want to participate in art-related activities in their businesses should join EDAC (call Deb Jensen at 295-3496 or email Deb at [djensen@eldoradoartscouncil.org](mailto:djensen@eldoradoartscouncil.org)); Marketing & Event report – Lisa Crummett: A&W went well but ticket sales down and not as many people, but people were downtown & buying, sold all but 4 of the banners (comments about appetizers needing to be better), holiday decorations going up, wreaths on the Bell Tower, working on rooftop lights, Roxanne collected money for more advertising from 17 businesses, Festival of Lights coming up (businesses need goodies for the Open House on the evening of 28<sup>th</sup>), will be Christmas sign on Welcome to Placerville sign, would like lights in the windows and it was requested of Carol Patton to send letter to merchants about Christmas, extended hours on Friday & Saturday (some will be open on Thursday evenings), put flyers at Wal-Mart; PDA Board election results – these people were elected to the 2009-2010 PDA Board: Tony Granados, Linda Johnson, Dave Morrill, Kris Payne, Diane Stading, Jeff Thoma, Ann Totherow and Sara Young; Business Brainstorming session report – Carol Patton: not many people attended, will do it (if people want to after the 1<sup>st</sup> of the year, then we can do it)

**Highway 50 Project** – Rick Tippett – Everything west of Canal Street is almost done (after tonight); starting to pave mainline 50; hope to have bridges done by 11/15, contractor may close down left-turn lane on westbound 50 to Bedford in about 2 weeks for 6-8 weeks for pedestrian overcrossing—pursuing ways to have that not happen, if it does there will be signs; Fox lot should be done soon

**Grant Report** – Jeff Thoma – have \$16,563 left, earned \$500.06 interest since 1/1/08

**Treasurer’s Report** – Ann Totherow – have \$79,018 in accounts

**Chamber Report** – Jody Franklin – working with a “wine adventures” group coming to this area & ladies will be shopping downtown; talking with KNCI for some radio advertising (maybe starting during holidays); wants to get a reporter on Wagon Train, have an event when Wagon Train stops each evening; businesses on Main Street need to learn about other businesses on Main Street

**Open Forum** – Jim Baehne announced that there is clock repair available in his building; Around Here magazine – Linda Macintosh: announced and distributed advertising proposal for merchants downtown for deadline of 11/21 (from PDA Marketing Committee); Cascada restaurant is open where Tomei’s was on Main Street; Annette (Winterhill) wants to put together packet after 1<sup>st</sup> of the year for merchants on Main Street *about* merchants on Main Street

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, November 20 (Stamp It Rich)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting December 4, 2008, at Cary House