

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – December 6, 2007

Roll Call & Introductions – A quorum was present

Police Beat – Chief Nielsen – Had no incidents on Wednesday before Thanksgiving; about 3000 people downtown for Festival of Lights; Christmas Parade was on 12/2—setting up a meeting to look at issues with parade; had traffic accident where pedestrian was killed near Main St. & Broadway; crime reports for November were negligible (did have three reports of vandalism—broken windows—at east end of Main St.); had 40 extra patrols downtown; closely monitoring bar activity

Highway 50 Project – Rick Tippett – City got one sign up on Hwy 50 (eastbound); will be paving connector from Main St. to Placerville Dr. on 12/10; PG&E power line needs to be raised for clearance; will be paving new eastbound auxiliary lane in January (weather-dependent); working on pedestrian overcrossing; showed roundabout pictures and various options might be; had outreach meeting and will be presenting project to City Council next month for feedback (there will be replacement parking if any is lost); talked about stretch of old RR right-of-way that CalTrans now owns (Main St. to Ray Lawyer Dr): that area has been annexed into the city—at conclusion of Hwy 50 project, CalTrans will relinquish that area to the City and City wants it to become part of the trail system, have created grant (\$500K) to do improvements to that area to make trail usable for bicycle, pedestrian and equestrian, would like letter of support from PDA for grant; had a lunch for the CCC people working on Hangtown Creek (they are done for year), hope to do it again next year to expand area worked on and herbicide treatment; also another grant app in to Sierra Conservancy for Hangtown Creek project; Carol Patton made a motion that PDA send a letter of support for the Trail extension, seconded by Mary Meader, motion carried

City Report – Gary Pigg – City has spent \$21K for cleaning of parking garage & sidewalks (majority came from parking revenue); will be doing new powder-coating of trash cans and will be cleaning them more frequently; questions about horse droppings during parade—Jim Bahne & Sue Rees will work with parade folks to resolve the problem

Continuing Business – Update on Flower Power – Carol Patton – still looking for money for baskets, have only collected \$200 so far; looking for someone to do commercial irrigation design; Discussion & vote on CalTrans signs – Carol Patton – went over history of signs over the last year, Larry Caso made motion that PDA authorize Carol Patton in a meeting with CalTrans this afternoon to say that PDA will spend up to \$15K for sign over Ray Lawyer Drive if the sign says “Historic Downtown Next 3 Signals”, Doug Braaten seconded, motion passed 7-6 with 1 board member abstaining;

Announcements – Featured Merchant of the Month: “Wine Tasting on Main” (combination of DK Cellars & Auriga Winery) – goal is to have an offsite tasting room away from the winery, open 12-6 Wed-Sun; Holiday update – Lisa Crummett: have visits with Santa on the weekends, the stagecoach on the weekends and music at the Bell Tower, on Saturday 12/22, will have SHIELD folks helping out at the garage (on all 3 floors); please get any comments about the stagecoach or the riders to Carol Patton

New Business – 2008 Executive Board nominations & elections – Carol Patton nominated Ann Totherow (Annieberries) for Treasurer, 2nd by Sam Muscarello, Ann Totherow nominated Linda Johnson for President, 2nd by Carol Patton, Denise Tomei nominated Carol Patton for VP, 2nd by Sam Muscarello, Mary Meader nominated Bill Robinson for Secretary, Denise Tomei 2nd, all nominations approved; 2008 events & committee signups – Lisa: passed around a sheet with the 2008 proposed PDA events, with the events in 3 groups: traditional/ongoing PDA sponsored events, co-sponsored events and/or Non-PDA events and possible new events and group talked about the events, Carol Patton made a motion to accept the traditional and co-sponsored events, Mary Meader 2nd, motion voted on and approved; talked about new events: Girls Night Out (Lisa described), Farmer’s Market and a possible Run/Walk; Lisa passed around a signup sheet for the committees

Grant Report – Jeff Thoma: have spent \$23,780 and have a balance of \$41,173

Treasurer’s Report – Denise Tomei: have \$66,568 in checking & savings accounts

Marketing & Event Report – Lisa Crummett: talked about the holiday schedule of events, also had “Come Home for the Holidays” buttons that employees can wear, also had cards and bookmarks from Banners on Parade at meeting for purchase

Chamber Report – none

Open Forum – Bill Robinson & Donna Rice talked about opportunity to get statue of Snowshoe Thompson and need for help for this effort (statue for sale for about \$25K with worth of about \$100K); Dave Machado spoke of the “survival of downtown” with all the new retail developments going in El Dorado County, there is a very strong need to market downtown to compete with these entities, talked about downtown being in the “fight for our lives”; suggestion to put fake flowers in the flower pots until such time that an irrigation system is put in; also need a sign about the garage that is visible from traffic going west from Lake Tahoe

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