

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – December 7, 2006

Roll Call and Introductions – A quorum was present.

Police Beat – Chief Nielsen – Had a few problems on the night before Thanksgiving—several arrests; Festival of Lights very successful & lots of people (no arrests); Chief mentioned that during Christmas parade, Markham School had lots of paper confetti that was a major problem to clean up (PVPD dealing with school on that) and one child fell off of a float; had 77 extra patrols downtown in November & have extra overtime details set for December; ABC issue downtown is moving along

City Report – Gary Pigg – Parking: new parking plan moving forward (parking machines are in the garage), new parking plan goes into effect on 1/2/07; have modified/relaxed plan during holidays with one-time free pass if parking violation 1st time; City will put out handout about parking regs; request to City to take out ad or have article put in Mt. Demo explaining the parking information; letter about leased parking going out this week (there is waiting list); question re bike racks/scooter parking (will need to get bike racks); Randy Pesses – talked about flooding concerns in downtown Placerville: got resolution submitted to City from PDA and said that to clean out vegetation in Hangtown Creek is not legally possible now; City's approach is that when old sewer line is taken out of Hangtown Creek that maybe some minor cleanup would be done then as part of that effort (next summer); flood insurance study done in 1983 (has map) shows downtown as flood zone that requires flood insurance; work on upper Main St. improved drainage to the creek from the street; one way City is trying to deal with it is using detention base to ease water flow upstream (one near Cedar Ravine now); also want to try to get money from Prop 84 to analyze and potentially alleviate the problem with detention bases; Larry Caso spoke about potential ways that City could help this process along and also spoke about issues with flood insurance; asked that city really try to help business people with this potential flood problem; suggestion to form a committee to address this issue to the city—Flood Control Committee formed with Larry Caso as chair

Highway 50 Report – Randy Pesses – driving piles for bridge work and other work is continuing

Announcements – Carol gave short report on Transportation Workshop and will follow up with more info in January; Holly Jolly Trolley will be running from 12/2 through 12/24; SHIELD will be in garage when stagecoach is running (12/23, 12-4 pm); had thank you letter from Hangtown Jazz Jubilee.

Continuing Business – Holiday lights update: working hard trying to get lights up—should have west end of Main St. up by Christmas

New Business – 2007 Events discussion: Lisa handed out “2007 Proposed PDA Events” list; Carol Patton made a motion to accept the Traditional/Ongoing PDA Sponsored Events as listed in Lisa's handout for 2007 (Brewfest, Craft Faire, Antique Faire, Art & Wine Festival, Festival of Lights, Merchants' Open House) and Tony Granados seconded, motion carried; Lisa talked through the Co-sponsored events and the potential new events; Sam talked about putting together training program for merchants and their staffs re basic customer service & sales during months of Jan, Feb, Mar—several PDA members suggested other potential classes for businesses and maybe doing some kind of cross-merchandising, dedicate Jan, Feb, Mar to business classes (Sam may bring this before shopping committee); Les spoke about potential car show on 5/20 (9-3) which is already being promoted and that it could be really successful; Carol Patton made a motion to accept the Co-Sponsored Events and/or Non-PDA Events (3rd Saturday Artwalk, Shop Hop (formerly Clip & Stroll), Founder's Day & Wagon Train, Jazz or Blues in the Plaza, Sizzling Summer Shopping Event, Hangtown Jazz Jubilee, Trick or Treat on Main St., 30th Annual Christmas Parade, and Art on Parade (if possible)), Les Russell seconded, motion carried; Carol Patton moved to accept the two new events: Hangtown Car Show (5/20/07) and the Sierra Art Affaire (8/2,3,4,5/2007), Kary Faria seconded the motion, motion carried;

Executive Board Meeting Date – 2nd Thursday of the Month, 8:30AM, December 14 (Tony Matthews)

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

Grant Report – Jeff Thoma: spent \$13,097, balance \$57,539; one request to send Bill Robinson to Grant-Writing workshop, Carol Patton made motion to approve request, Tony Granados seconded, motion carried

Treasurer's Report – Denise – total amount available \$74,485

Marketing & Event Report – Lisa – stagecoach rides on weekends from 12-4 pm; will need to put together budgets soon after new year for 2007 events; new brochures are available; suggestion to make file available and easily changeable on the website

Chamber Report – Sam Muscarello – no report

Parking Update – Carol: encourage people to ride the shuttle; Dave: read some info that was in Mountain Democrat in previous years regarding parking on Main St.

Open Forum – PDA needs to have a float in Christmas Parade next year; Les Russell offered to let PDA use his fire truck for parade; proposal to have secondary names for PDA website; thanks to Lisa Crummett for all she has done for PDA this year

Submitted by Bill Robinson