

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – February 8, 2007

Introductions

Schedule of 2007 Events

Postcard listing all events will be available at next PDA meeting on 3/1/07

PDA Events - Continuing Events

- Saturday, June 9, 2pm-10pm – **Wagon Train & Founder's Day Street Faire**
- Saturday, June 30, 6pm-9pm – **Bell Tower Brewfest**
- July—October, Saturdays (TBA), 2pm-5pm – **Jazz or Blues in the Plaza**
- Sunday, August 12, 8am-3pm – **11th Annual Craft Faire**
- Sunday, September 30, 8am-3pm – **19th Antique Street Faire**
- Sunday, October 7, 10am-6pm – **Hangtown Jazz Jubilee**
- Saturday, October 20, 6pm-9pm – **Art & Wine Festival**
- Wednesday, October 31, 4pm-6pm – **Trick or Treat on Main Street**
- Friday, November 23, 5pm-8pm – **Festival of Lights**
- Friday & Saturday, November 23 & 24, Extended Hours – **Merchants' Open House**
- Third Saturday every month, 6pm-9pm – **Third Saturday Art Walk**
- Saturday A.M., May-October – **Farmer's Market**

PDA Events - New Events

- Sunday, May 20, 9am-3pm – **Hangtown Classic Car Show**
- Saturday, July 21, 6pm-10pm – **Hot Summer Night Street Dance**
- Thursday-Sunday, 8/2-8/5, 10am-5pm – **Sierra Art Affaire**

Incentive Program for New Ideas –

Linda Johnson presented her plan to provide incentives for new ideas and improvements. What we would do is choose 1 idea/improvement each calendar quarter and work with the city to implement it. The idea/improvement chosen would result in some prize such as possibly a dinner or gift certificate. Comments from some of the attendees at the meeting:

- Need to have a follow-up program
- Bring ideas/improvements AND solutions
- Select easy one first and build on success
- Need guidelines & committee first (baby steps)
- One idea: map of Main St./directory of Main St.

Miscellaneous

Parking

Talked about how it is going, Saturday enforcement and mentioned idea that we could say “Placerville is so special and unique that we “have” a parking problem!”

Socialize