

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – May 7, 2009

Roll Call & Introductions –

Police Beat – Chief Nielsen reported PPD gearing up for June their busiest month; looking for grants to fund staff positions; concentrating on Ivy House Parking Lot; Shield Academy starting 6 new trainees; Several high profile cases now winding their way through the courts

City Report – Gary Pigg commented City Activity Guide is out; County Fair applications now available; 46 tons of waste brought in to Community Clean-Up Day; Interstate 80 to start major construction project May 2009 – 2013.

Highway 50 OPS – Gary Pigg reported paving and striping will be done by end of May; decorative railing, permanent signs, crash cushions, & punch list still remaining; still problem west bound turn lane onto Mainline 50 from Spring St

Grant Report – Jeff Thoma reviewed history of Grant monies (\$150,000 from developers of Walmart in 2001); reviewed past expenditures; 2009-2010 budget \$23,000 includes \$1,000 / wages, \$10,000 / ads, \$2,000 permanent advertising, \$10,000 / leveraged funds: 1st Kris Payne 2nd Sara Young. Motion to approve budget passed Grant committee requests \$7,000 of ad monies to be spent as follows: \$3400 on KHITS 92.1 radio campaign (including a live remote for 3rd Sat in July), \$2800 brochures, \$800 Cider Press. 1st Kris Payne 2nd Linda Johnson. Motion to approve expenditures passed.

PDA Business – Deb Jensen talked about 3rd Sat Artwalk renamed to Placerville Artwalk, need 5 more sponsors (\$170) leverage your investment with the group for \$17,000 worth of advertising; Placerville embraces arts as visual and economic vitality; summer nights are our regions best assets; stay open at least past 8PM on 3rd Sat May through October; direct and indirect benefits from events; Main St Design Guidelines coming to PDA in June; Annette Schoonover (Belltower Farmer's Market) reported start date of June 17th 5PM until dusk, your shop flyers can be placed at Belltower during event to promote your shop, maybe announcements, hang your farmers markets flags, bigger market with more vendors this year, if you have any ideas talk to Annette 626-6369.

Marketing & Events Report – Lisa Crummett reported calendar of events cards & posters are avail as well as Founder's Day & Wagon Train; Founders Day Sat June 13 street closure 11:30 – 6:30, 12 wagons on Main St from 2 – 3, need merchants contest organizer; Brewfest June 27th ; Craft Faire & Antique Faire applications going out now; Street Closure for July 18th Artwalk 5PM

Grant Report – L. Johnson reported balance of \$25336K with \$9K encumbered for Flower Power.

Treasurer's Report – L. Johnson reported \$31696 in checking & savings

Chamber Report – Jody Franklin has tons of Founders Day Brochures but plans to distribute outside of the area; same with Visitors Guide; 2 Lane Gourmet and Route 66 Author Tom Snyder coming to Placerville and Fairplay to eat and drink

PACT Report – Jeff Thoma reported on the PACT Event held April 29 at ANOVA Building that showcased all commercial districts of City visions and projects being developed; between 120 and 150 people showed up; Art related projects were the crowd favorites; wrap up meeting end of May will report back at June PDA meeting

Open Forum – C. Patton reported Rhythm & Blooms netted \$6000 in spite of the torrential rains, thanks to all the sponsors who donated merchandise and money, 2010 goal is baskets from Sacramento St to Bedford (32 total), 2011 goal is baskets all the way to Cedar Ravine (60 total); working on grants to cover the labor contract that allows for MORE clients to water the baskets; J. Thoma reported that Winesmith received the "coveted" KCRA "A" List award for 2009, congratulations Shelley & Jeff; CASA Walk-n-Rock for kids Sat May 23, see Jeff Thoma; Kris Payne reminded us about Clarksville Day Sat May 9th; Sue Rees commented on her customers saying "Main St is really a nice place now."

Executive Board Meeting – May 28, 2009 8:30 AM Stamp It Rich
PDA General Meeting – June 4, 2009 8:00 AM Cary House

