

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – August 4, 2011

**Roll Call & Introductions** – A quorum was not present (7/16 PDA Board members present)

**Information for Members:** Highway 50 construction update – no restrictions until 8/14, 8/15-8/19 one way alternating controlled traffic

**Police Beat** – Chief Nielsen – EDC Fair went fine, 13<sup>th</sup> National Nite Out had 21 venues (on 8/2) and went very well; gearing up for Craft Faire on 8/14 and start of school

**City Report** – Cleve Morris – Roundabout on hold due to lawsuit, Redevelopment on hold due to state actions, Herrick Building is on city council agenda (closed session) for this coming Tuesday night (8/9), will report on it at the PDA meeting in September; Annette Schoonover also mentioned that there are some renovations going on in the old Gelato building

**Business** – Theresa Corley reported on dog stations, one at Sacramento Street & Main and one at the Ivy House parking lot; Theresa also spoke re the Brochure Revision Committee update: want to move forward on and are in the process of updating it, change motto to “Shop, Dine & Discover”, making some editing changes, adding QR codes & websites and working with Historical Society to update history stuff, did not have enough Board members and decided to do more work on it and talk/vote on it next month; PDA Board opening: have an opening and will have nominations next month (not enough Board members present at this meeting to vote); Discussion & vote about PDA recommendation re courthouse relocation postponed until September due to lack of attending Board members at this meeting; Holiday Committee update: committee needs to meet soon to start planning the upcoming holiday events

**Marketing & Events** – Lisa Crummett – Craft Faire on 8/14: made our number of booths goal, but have had a couple cancellations; Moonlight Madness on Main (8/27) – still taking applications for it from merchants until tomorrow (have 30 merchants so far) and will be giving out raffle tickets to customers who buy something in those businesses (1 ticket for each \$10 purchase) and drop in boxes around town; Kacie’s Ride for Hope (9/10, 8-10am) coming up; Oktoberfest (9/17) – a family event with children’s games, drinking games (adults), costume contest, weiner-dog races, have a Platinum sponsor (Doggles) and could use more sponsors, registration for weiner-dog races go to Pampering Pickle, will have times flyer around town and on PDA website as event gets closer; Lion’s Club Car Show on 9/22 (evening); Art & Wine Festival (10/15)—will need hosts for wineries; Banners on Parade: brochures available, order forms available (also on PDA Banners on Parade web page) and a donations page is on the PDA website too

**Treasurer’s Report** – Sue Rees – have \$54,182 in acct ; Sue also thanked Bill Robinson for doing the Featured Merchant pages on PDA website (and Bill mentioned that previous month’s Featured Merchants are still listed on the main PDA Merchants page and if there are any changes necessary for those pages, get the changes to Bill)

**Chamber Report** – Jody Franklin – mentioned the Norcal Guide app for the iPhone (Droid phones will have app later this year), county divided into 5 areas (Tahoe, ED Hills, Placerville, Fairplay, Coloma), Jody will send form to Lisa for people to fill out to be in the guide (free) but will have nominal fee for upcoming events/deals and don’t have to be a chamber member; had a food & wine writers tour (3 writers); this year’s study mission was to Paso Robles, San Luis Obispo & Santa Barbara; Laurel Brent-Bumb testified before EDC BOS in support of Redevelopment; mentioned that dog-friendly actions are very good

**City Council Report** – no report

**Open Forum** – Banners on Parade postcards are available for merchants to sell to help raise money for BOP (sell at \$.25 each); Placerville Arts Association is showing their Mother Lode Art Exhibition at the Shakespeare Club from 8/14-8/28; article in SacTown magazine featured several Placerville Main Street merchants; PDA is a supporter of the Butterfly Concert (9/18) and they are in need of prizes for their raffle drawing; Herrick Building: potentially exterior of building may be fixed to be made safe and worry about interior later; Bill Robinson mentioned that Gold Country Artists Gallery has installed all LED lighting and will be reporting more as time goes by; new member welcome packet is available for new businesses (suggestion to put request form on website for packet); Cary House rents PDA meeting room to local businesses at a very reasonable rate

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, August 18, 2011 (Powell’s)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting September 1, 2011, at Cary House