

# PLACERVILLE DOWNTOWN ASSOCIATION

## Revised Meeting Minutes – Oct 1, 2009

### **Roll Call & Introductions** –

Creekside Trading Company coming soon; Art & Wine Festival October 17 with street closure

**Police Beat** – Chief Nielsen reported a vehicle involved with a homicide in West Sacramento was found near Cold Springs led to a lockdown of area schools, suspects were not found; Ivy House Parking Lot problem has moved to Benham Park and St Patricks Parking Lot; no problems with Antique Faire; Gearing up for Fall/Holiday events

**Highway 50 Holiday Trees and Promotional 50 Corridor Project** Dolly Wager reported 50 trees will be placed on Hwy 50 in 2009; Spacing to coordinate with Revitalization Action Plan; Support from City, Carnahan Electric and service clubs; infrastructure costs est to be \$13-20,000; Donate to Economic Dev Corp of EDChamber – 501c3; Adopt your tree today

**City Report** – Gary Pigg reported City Council approved encroachment permit for Centro to expand the sidewalk into the street to allow for additional seating; Planning started for Christmas Parade, Les Russell to be PDA rep with Christmas Parade Committee, attempt to keep parade to 2 hours

**Business** – Jerry Smith EDHS principal Thanked the PDA for our support of the 100<sup>th</sup> Anniversary Homecoming Parade; EDHS exists because of this community; Hope the parade has future support of PDA; Students beginning to believe in something bigger than themselves; Kelsey Rees presented J Smith with a book of Main St Merchants Ads to be read at the homecoming game.

**Nominations for 2010 / 2011 Board** – 9 names were nominated to be placed on the ballot for a 2 year term Sue Rees, Deb Jensen, Susie Huber, Annette Schoonover, Doug Braatan, Mary Meader, Shelley Winzeler, Bill Robinson, and Scott Ingraham. Ballots distributed next week, votes counted prior to next meeting; Board member can only miss 2 consecutive meetings or 5 for the year

**Sign Ordinance** – Jeff Thoma informed members of the current city sign regulations, comments ranged from quality begets quality, trashy begets trashy, do we really know how PDA members feel? Information distributed paper copy and electronically and no rebellion; Motion made to draft letter to City Council requesting <6 months before enforcing current sign regs A. Schoonover 1<sup>st</sup> S Rees 2<sup>nd</sup> 9 ayes / 1 abstention

**Marketing & Events Report** – Lisa Crummett reported Art & Wine Festival coming and to remind your customers, please; Girls Night Out brought lots of people downtown but is NOT a PDA alcohol event, your shop must have an ABC license if you want to serve alcohol (same with Pville 3<sup>rd</sup> Sat Art Walk); Next year GNO last Friday in February and last Friday in August; Pville 3<sup>rd</sup> Sat Art Walk went well in 2009, thanks to ED Arts Council, PDA, city, Gold Country Art Gallery and all the sponsors; Antique Faire audience comments ranged from: created horrendous traffic, trashy merchandise, short on vendors but still made money due to lower expenses, 21 year event but maybe look at combining with Craft Faire, PDA would need to revise annual budget if combined, PDA cannot have outside vendors selling hot dogs on street; Street Closure Committee Sue Rees will chair this committee to look at how many street closures per year and per month, length of time to display signs of street closure; Holiday Committee has met Shop Your Independent Local Business; Main St Merchant Welcome Packet A. Schoonover will meet with her committee soon; Halloween coming expect 3000 trick or treaters with street closure from 4-6

**Treasurer's Report** – Linda Johnson reported \$37,478.58 in checking / savings

**Grant Report** – Jeff Thoma reported balance of \$21,000 in grant fund account; Request made from S. Rees to purchase 5' x 3' PDA banner for EDHS gym for \$395 T Granados 1<sup>st</sup> L. Johnson 2<sup>nd</sup> unanimous

**City Council Report** – Dave Machado reported 301-305 Main St Herrick Building and Hangmans will be agendized to Planning Commission once heritage association is allowed in to photo document interior, questions have been raised re: condition of west side of Gelato's Building, No derelict lot left if building is demolished

**Open Forum** – Discussion re: Highway 49 realignment; Historic 49 designation, did it work in Sutter Creek; Where to park tour buses

Executive Board Meeting – Nov 19, 2009 8:30 AM Stamp It Rich  
PDA General Meeting – Nov 5, 2009 8:00 AM Cary House

