

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – January 7, 2010

Roll Call & Introductions –

Creekside Trading Company and Pompeis are now open. Ted Gaines will be at Centro 1/25/10 at 9:00. All property owners and business owners are responsible for the removal of snow on the sidewalk in front of their store during a storm.

Police Beat – Chief Nielsen commented on a safe and timely Christmas parade. Commended the police department and public works for all their efforts during the big winter storm. Martin Luther King event will be Monday 1/18/10 at town hall. There will be a candlelight vigil and walk around bell tower around 6:00pm.

City Report – Gary Pigg announced his retirement after 31 years of service in El Dorado County and City of Placerville. He will be missed. John Driscoll stated though sales taxes were down Placerville did well in comparison to other cities in the vicinity. Questions regarding the removal of snow on Main St. and the garage were raised with no definitive answer at this time except that the main concern is to keep the roads clear for emergency vehicles. Pole by Round Table Pizza has been ordered and will be replaced. Hangman's Tree building is scheduled to be considered for demolition this month. Questions should be referred to the City.

Business – Nominations for 3 vacant seats on the PDA board were voted and approved. Doug Braaten, Dennis Thomas and Denise Allison are now members of the board. This motion was made by Tony and seconded by Linda Johnson. Voted and approved.

Discussion regarding the forming of committees and the need to have more participation by the merchants led to a motion by Denise Allison stating in order for a committee to be viable we need 3 active PDA members in addition to the Marketing Coordinator to participate or the event may be cancelled. The motion was made by Denise Allison and Mary Meader seconded it. Voted and approved.

Dave Machado discussed zoning issues as it relates to used merchandise sales on Main St. After much discussion a motion was made stating any business opening a used merchandise store with donated used goods for resale will be required to follow the requirements of a conditional or special use permit. A letter to this regard will be presented to the City Council from PDA. Kris Payne brought up the current historic district guidelines that only include 4 separate residential areas surrounding Main St. He asked anyone interested in helping to establish Main St as a historic district contact him. PDA decided not to vote on any issues relating to Youth Fest until PDA is asked by the Youth Fest group for a street closure.

Marketing & Events Report – Lisa mentioned Festival of Lights great attendance. She discussed the events and accomplishments of 2009. More merchant support needed for 3rd Saturdays. We met attendance and profit goals for most events. Six-month radio campaign seemed to help. Lisa stated maybe merchants need to look at other marketing tools such as coupon ads. Lisa will be working with committees to get 2010 budgets going. Please participate. All events are listed on line.

Treasurer's Report L. Johnson reported a balance of \$35,635.03 in checking and savings

Grant Report J.Thoma reported a balance of \$2000.

Chamber of Commerce –No Chamber report this month.

City Council Report – Dave Machado reported the Redevelopment Feasibility Study coming to Council in January 2010; He mentioned Lil' Jonnie-D. Carlo's building has been leased. There is a vacancy coming up on Main St., if interested get in touch with Studio B. A request was made that any vacancies be made public at the PDA meeting each month.

Open Forum Doug Braaten hosting Chamber mixer February 23, 2010. January 16, 2010 is the annual Placerville Clothing sale. Clay Street roundabout has been dormant but it is now back on the table. Town hall meeting 1/28/10 at 6:00 to discuss roundabout. Sarah brought up the issue of how difficult the parking meters are. Rented spaces are not being used. Art Spaces, (El Dorado Art Council) having a Grand Opening on 1/22/10 and on 1/23/10 all day into evening happy hour. Sue Reese mentioned we should be proud of the fact that our sales tax was not down as much as other cities. Carl Hagen wrote a letter congratulating PDA regarding an award from MORE workshop for the Flower Power project. The holiday committee will be looking at a theme Christmas 2010 "Miracle on Main St." to bring a bit of the Nevada City Victorian Christmas feel to Placerville.