

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, Jan. 6, 2005

8AM @ The Historic Cary House Hotel

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Historic Main Street through special events and activities that attract visitors to the historic downtown business district.

Roll Call and Introductions

Announcements

Reminder: Great Escape event on 1/15/05 (2 events under 1 umbrella); sale event Jan 2-Jan 17

Continuing Business

- Antique Street Faire Update for 2005
- Wheelbarrows on Parade update – Barbara Holmes

New Business

- Sue Russell report on \$15,000
- Proposal for 2005 budget (events) – discussion & approval (Lisa Crummett)
- Getting street artists coming to Placerville – Barbara Holmes & Bruce Hayden

Executive Board Meeting Dates

3rd Tuesday of the Month, 8:30AM @ Gelato: Jan. 18, Feb 15, Mar 15

PDA General Meeting Dates

1st Thursday of the Month, 8AM @ Cary House: Feb. 3, Mar 3, Apr 7

Grant Report – Jeff Thoma

Request for funding International “Taste of California” series & committee to meet, discuss & propose 2005 budget for grant funds

Treasurer’s Report - Mary Dakers

Marketing Report - Lisa Crummett

Event Reports - Holiday Update

Chamber Report - Joyce Amlick

Police Beat - Chief

Open Forum

Placerville Downtown Association
Meeting Minutes – 1/6/2005

Roll Call and Introductions

A quorum was present

Old Business

- Antique Street Faire update for 2005: approved for 9/25/05
- Wheelbarrows on Parade update – Barbara Holmes – City Council supportive (giving \$2000 for sponsorship); article in Sac Bee; letter to Editor of Mt. Demo asking for sponsors & artist submissions coming out soon; got response to bids from Don Juvet (Gingerbread Man)—he is going to create, adapt, & store wheelbarrows as needed; Lions & Kiwanis possible sponsor orgs, among others; starting to get interest from artists; merchant sponsorship most likely will be \$100

New Business

- **Grant Request** – Jeff Thoma – Request for \$1400 for ad in “Taste of California,” 2 mins out of 30 min segment/episode (out of 13 episodes about food & wine in CA airing on Intl Travel Channel) – Carol Patton spoke more about this; film will be owned by ad payers; work directly with producer (also narrator); motion made to approve \$1400, motion carried
- **Street Artists** – Barbara Holmes introduced Bruce Hayden (local concert promoter) who talked about bringing street performing artists (aka Buskers) to Placerville; Buskers big in Europe & Asia with festivals, etc.; Buskers work for what they make in tips & need accommodations; Matt Huckaby volunteered to set up committee; Rick Whiteacre spoke about his efforts in this and also volunteered to be on committee
- **Intros** – Introductions new owner of Cary House & Gen Mgr of Cary House, who spoke of goals for Cary House & efforts to bring people to Placerville
- **2005 Budget Proposal** – Mary Dakers went over usual events/items (Admin, Antique Street Faire, Art & Wine Festival, Brewfest, Clip & Stroll, Contingency Fund, Craft Fair, Holiday, Jazz & Blues in Plaza), & motion was made to accept the existing budget items—motion carried; went over new items to budget: Founder’s Day, Founder’s Day Beer Garden, Summer Sale, 3rd Saturday Night, donation to Davey Wiser for repairs to stagecoach, Health Fair, Wheelbarrows on Parade—motion made and carried
- **2005 Calendar of Events** – Lisa Crummet – Clip & Stroll dates (April 1 & 2 chosen); went over calendar
- **Health & Wellness Fair update** – Barbara Holmes – partnering with Marshall Med Center to have health professionals in various businesses on Main St.; need merchant locations (signup sheet); press releases will be going out & info on Websites; 11AM-3PM on 3/5, setup 10-11AM, takedown 3-4PM; no cost to bus owners

Executive Board Meeting Dates

3rd Tuesday of the month, 8:30 AM at Gelato’s: Dec 14, Jan 18, Feb 15

PDA General Meeting Dates

1st Thursday of the month, 8AM at the Cary House: Jan 6, Feb 3

Grant Report – Jeff Thoma: \$83,946 left; spent \$23,000 in 2004

Event Report – Mary Dakers – special garage efforts lauded by many people

Chamber Report – Sue Russell – Sock Hop coming up on 1/16; Harley drawing on 12/14/04; planning for “Taste of El Dorado;” 2 tours of National Tour Operators stopping in Placerville on April 3; Intl tour operators coming for lunch in planning stage; attending Cal Conf on Tourism in March; new Gold Country Visitor’s Assn guide coming out (PDA consider ad?)

Police Beat – Chief – parking regs back to normal after holidays; much kudos to Lisa Crummett

City Report – Gary Pigg – upgrading all lighting in garage; plans for new City Hall out for bid

Open Forum – Jazz in the Plaza ad; potential problems with new bar going in

PLACERVILLE DOWNTOWN ASSOCIATION
Meeting Agenda for Thursday, Feb. 3, 2005
8AM @ The Historic Cary House Hotel
www.placerville-downtown.org

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Historic Main Street through special events and activities that attract visitors to the historic downtown business district.

Roll Call and Introductions

Announcements

- Reminder: Pick up 2005 City Council meeting and Planning Commission meeting schedule; agendas & minutes at **www.ci.placerville.ca.us/information.htm**
- New businesses on Main Street: Centro and Old Town Creamery
- Need people to come early to this meeting & stay later to help set up & take down chairs & tables
- We are posting agendas for this meeting on various bulletin boards in town

Continuing Business

- Report on the \$15,000 received from City Council – Sue Russell
- Founder's Day – Lisa Crummett

New Business

Proposal for allocation of grant funds for 2005

Executive Board Meeting Dates

3rd Tuesday of the Month, 8:30AM @ Gelato: Feb 15, Mar 15, Apr 19

PDA General Meeting Dates

1st Thursday of the Month, 8AM @ Cary House: Mar 3, Apr 7, May 5

Grant Report – Jeff Thoma

Treasurer's Report – Mary Dakers

Marketing Report – Lisa Crummett

Event Reports – Lisa Crummett

Wheelbarrows on Parade – Barbara Holmes

Chamber Report – Sue Russell

Police Beat – Chief

City Report – Gary Pigg

Open Forum

Placerville Downtown Association
Meeting Minutes – 2/3/2005

Roll Call and Introductions

A quorum was present

Announcements

2005 City Council meeting & Planning Commission meeting schedules at meeting & on web at www.ci.placerville.ca.us/information.htm; new businesses on Main Street: Centro & Old Town Creamery; need people to help put up & take down chairs at PDA meeting; agendas posted on bulletin boards in town; Marion Washburn spoke about next PV City Council meeting re demonstrators & read proposed proclamation; speakers at PDA meetings limited to 3 minutes

Old Business

Report by Sue Russell from Chamber re \$15,000 received from City Council – money was used for survey of Placerville Drive and Broadway and for brochure on business in Placerville

New Business

- Marion Washburn from PV City Council came to read proposed proclamation by council re anti-prejudice and invite PDA members to attend City Council meeting on 2/8, 7 PM to support proclamation
- Jeff Thoma went over 2005 Grant Allocation (\$20,000: Wages/Expenses--\$4,000; Advertising--\$14,000; Permanent Advertising--\$2,000); motion made to approve and carried; Larry Caso spoke about possible additional grant \$\$ that may be attained via the Chamber—meeting on 2/18, 3 PM at Chamber

Executive Board Meeting Dates

3rd Tuesday of the month, 8:30 AM at Gelato's: Mar 15, Apr 19, May 17

PDA General Meeting Dates

1st Thursday of the month, 8AM at the Cary House: Mar 3, Apr 7, May 5

Grant Report – Jeff Thoma: no new grants; one request for \$1400

Treasurer's Report – Mary Dakers went over report

Marketing & Event Reports – Lisa Crummett spoke of new special event calendars & postcards, brochures; Clip & Stroll coming up on 4/1 & 4/2 (deadline for \$30 participation fee & item is 3/7); spoke of Busker's Committee (Matt, Rick, Sara, Barbara); reported that Great Escape got mostly positive comments; PV City Council gave PDA \$7,000 for Founder's Day (5/14); Barbara Holmes went over what & when it is (3/5) & status—will have flyers & press releases coming out very soon

Wheelbarrows on Parade – Barbara Holmes said there are quite a few Main Street Sponsors; also hoping to get sponsors from PV Drive & Broadway; doing Call to Artists now (deadline is 3/1); talked about photos; sent out press releases; soliciting larger sponsors; expect to do 20-25 wheelbarrows

Chamber Report – Sue Russell reported that the Chamber gave \$500 to Wheelbarrows on Parade; PDA events are listed on Website (www.visit-eldorado.com); all merchants can be listed on the website also; PDA brochure goes out to Chamber members & in Visitor Guide packets; Chamber has average of 19 visitors/day to Chamber office on Main St.; there was question from group as to Chamber of Commerce not being open on weekends & holidays—Sue said it has been considered but cannot do it due to lack of resources

Police Beat – Chief – egg-throwing incident; went over 2004 year-end stats: serious crime down, stolen vehicles & auto burglaries up, calls for service up; garage is a hot spot

City Report – Gary Pigg – new, higher luminance lighting has been approved & funded for garage—will be starting at end of Feb (work will mostly be at night) and completed by 3/15; has \$2500 matching grant available; have 2 benches still available for downtown; sidewalk cleaning scheduled for end of February

Open Forum – Empire Theater marquee damage from trucks, city looking into changing yellow zones to help prevent damage; city will be putting out for bids to resurface Main St. from Bedford to Broadway

PLACERVILLE DOWNTOWN ASSOCIATION
Meeting Agenda for Thursday, Mar. 3, 2005
8AM @ The Historic Cary House Hotel
www.placerville-downtown.org

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Historic Main Street through special events and activities that attract visitors to the historic downtown business district.

Roll Call and Introductions

Announcements

PDA meeting agendas and minutes on PDA Website at **www.placerville-downtown.org**

Continuing Business

Update on Stagecoach fundraising project – Rick

New Business

Report on PDA planning meeting with EDC Chamber of Commerce

Executive Board Meeting Dates

3rd Tuesday of the Month, 8:30AM @ Gelato: March 15, Apr 19, May 17

PDA General Meeting Dates

1st Thursday of the Month, 8AM @ Cary House: Apr 7, May 5, Jun 2

Grant Report – Jeff Thoma

Treasurer's Report – Mary Dakers

Marketing & Event Report – Lisa Crummett

Chamber Report – Sue Russell

Police Beat – Chief

City Report – Gary Pigg

Open Forum

**Placerville Downtown Association
Meeting Minutes – 3/3/2005**

Roll Call and Introductions

A quorum was not present

Announcements

PDA meeting agendas & minutes on PDA Website

Old Business

There will be a fundraiser at Tomei's for the stagecoach – date TBD; there will be a fundraiser dinner at the Sequoia or Shakespeare Club the Friday evening before Founder's Day for the stagecoach (\$125/couple); there will be a raffle on Founder's Day for various items (Kinkade has donated 2 signed prints); \$2500 raised so far for stagecoach

New Business

Report on PDA planning meeting with EDC Chamber of Commerce – work on Highway 50 may not happen at all; talked about getting grants to fund advertising & want to have meeting with Folsom (already gone through this); maybe have Holly Jolly Trolley bus people in from outskirts; will get specs about what will be done

Executive Board Meeting Dates

3rd Tuesday of the month, 8:30 AM at Gelato's: Mar 15, Apr 19, May 17

PDA General Meeting Dates

1st Thursday of the month, 8AM at the Cary House: Apr 7, May 5, Jun 2

Grant Report – No report (Jeff Thoma not present)

Treasurer's Report – Lisa Crummett (Mary Dakers not present) had printouts and spoke of totals

Marketing & Event Reports – Lisa Crummett – next event (after Health & Wellness Faire) is Clip & Stroll on 4/1 & 4/2 for which Lisa gave details (need payment & ad by Monday, March 7); sent out applications for Craft Faire; Health & Wellness Faire (Barbara Holmes): info in many papers; event starts @ 11 AM; instruction sheet, orange sheet & entry pads for drawings will be available today (3/3), maps & flyers available; Wheelbarrows on Parade (Barbara Holmes): have artist's submissions (35); wheelbarrows to artists on 3/15 & will have back from artists at end of April; Jazz Festival on 10/9/05 (Mary Meader) needs 3 more sites

Chamber Report – Lisa Crummett (for Sue Russell) reports that there will be 50 upscale tour agents coming to Placerville around 12:15 on 3/16

Police Beat – Chief – Talked about demonstrators and what Police can/cannot do

City Report – Gary Pigg – changing of parking garage lighting starts 3/13, 7 PM – 7 AM; City Hall remodel awarding of bid 3/10, construction starting 4/1

Open Forum – what about cross-hatches on crosswalks (Gary Pigg will have report at next meeting); question of repaving of Broadway & Main to Cedar Ravine & Bedford to Broadway; property owners responsible for cracks in sidewalk; Businesses: Beaver's is gone, Tree House is moving

PLACERVILLE DOWNTOWN ASSOCIATION
Meeting Agenda for Thursday, Apr. 7, 2005
8AM @ The Historic Cary House Hotel
www.placerville-downtown.org

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Historic Main Street through special events and activities that attract visitors to the historic downtown business district.

Roll Call and Introductions

Announcements

- Brewfest on 6/11/05 – Accepting checks from merchants to host a brewery (\$50) payable to PDA: first come, first served; drop off checks at Mad Things
- Business openings/changes – Tree House is open; Kelsey’s Crafts
- Bylaws – Active Board members can only miss 2 unexcused meetings per year to remain on board; secretary is keeping track
- Patriotic cloth flags can be ordered for Founder’s Day (approx. \$30 per 5’ swag); need orders by 4/14; contact Mary Meader at Placerville News
- Lisa has a folder at Mad Things for receiving items
- Need volunteers to man the Beer Garden at Founder’s Day—contact Lisa

Continuing Business

None

New Business

- Update on Jazz Jubilee & registration for sponsorship – Norm Hammond
- Sharon Goodwin has resigned as Board Member; a procedural vote will be taken to replace her
- Terry Thompson, Board Member from Copper Kettle, would like to transfer her position to her husband Jim; procedural vote will be taken

Executive Board Meeting Dates

3rd Wednesday of the Month, 8:30AM, Apr 19 (Old Town Bakery)

PDA General Meeting Dates

1st Thursday of the Month, 8AM @ Cary House: May 5, Jun 2, Jul 7

Grant Report – Jeff Thoma

Treasurer’s Report – Mary Dakers

Marketing & Event Report – Lisa Crummett

Chamber Report – Sue Russell – visitor’s survey update

Police Beat – Chief

City Report – Gary Pigg – update on crosswalks

Open Forum

Placerville Downtown Association
Meeting Minutes – 4/7/2005

Roll Call and Introductions – A quorum was not present

Announcements – Brewfest on 6/11/05 (PDA accepting checks from merchants to host a brewery (\$50) payable to PDA: first come, first served—drop off checks at Mad Things; Tree House has moved across the street and Kelsey’s Crafts is now open; according to PDA bylaws, active board members can only miss 2 unexcused meetings per year to remain on board—Secretary is keeping track of attendance (if cannot make a meeting, notify Lisa or other Exec. Bd. Member); Mary Dakers read pertinent section of Bylaws (if member of Board of Directors leaves, BOD by 2/3 vote needs to appoint someone to serve out remainder of term); --; patriotic cloth flags can be ordered for Founder’s Day (about \$30 per 5’ swag)—need orders by 4/14, contact Mary Meader at Placerville News; Lisa has a folder at Mad Things for receiving items; need volunteers to man the Beer Garden at Founder’s Day—Contact Lisa

Old Business -- None

New Business – Norm Hammond talked about Jazz Jubilee: it’s on 10/9, no street closure, would like to have PDA be one of sponsors (don’t need money til June), 9 venues so far; Sharon Goodwin has resigned as board member; Teri Thomsen, Board Member from the Copper Kettle, would like to transfer her position to her husband Jim; Mary Dakers moved to let Jim Thomsen replace Teri Thomsen and let Cary Faria from Sweetie Pies replace Sharon Goodwin and that we take a procedural vote of the members present and Mary Meader does a phone vote of members not here (seconded by Barbara Holmes & passed by Board Members present; Mary Dakers read Debbie Sanders resignation from the Board letter (will have another procedural vote next month); Secretary mentioned that he has folder with info from all meetings and is recording each meeting to help with note-taking

Executive Board Meeting Dates

3rd Wednesday of the month, 8:30 AM; next one on 4/20 at Old Town Bakery

PDA General Meeting Dates

1st Thursday of the month, 8AM; next meeting on May 5 at location TBD (meeting NOT at Cary House)

Grant Report – No new requests; have \$81,801 balance & have spent \$2,032 so far this year; have lots of grant request forms and will put form on PDA website as a PDF file for downloading

Treasurer’s Report – Have \$39,438.45 in account (CDs & checking acct); have spent \$15,000 so far this year; money starting to come back in

Marketing & Event Reports – Lisa Crummett – have lots of Clip ‘n’ Stroll slips and still need to draw Grand Prize winner—this is an event to build exposure (lots of discussion—maybe do in Oct again?); Health & Wellness Faire went well (great community event), budget more money next year; Wheelbarrows on Parade (Barbara)—had get-together with artists, sponsors have been contacted, Barbara has list of where wheelbarrows will be located, goal is to place them at the end of April, will be big part of Founder’s Day, there will be people’s choice ballots for people to vote on their favorite 3, doing brochures (can we put brochures on PDA website?), will be on display from May 1 through just after Labor Day; Founder’s Day (Lisa) – need volunteers for Beer Garden, would like people to dress up in period costume, street will be closed, time is 1PM-10PM, (Carol Patton) Stagecoach Restoration Fund dinner dance is not happening, going to do raffle on Founder’s Day at booth with paper thermometer showing progress, would like to put “tip” jars on tables at Brewfest, committee would like PDA to give them \$200 to buy tickets from MM Press, PDA will give part of Davy Wiser money from budget to get tickets; Craft Faire – have about 30 apps now; Brewfest – need people to sign up to host, costs \$50, needs to have snacks, will have bands at various places

Chamber Report – Visitor’s Authority applied for and got money for part-time staffing of 2 people at the Chamber on Saturday (probably 10AM-2PM)

Guest – Paula from ED Women’s Center – Having 3rd annual “Walk a Mile in Her Shoes” event on 4/30; Child Abuse Council having 1st children’s art show and auction on April 16

Police Beat – Representative not present

City Report – Representative not present

Open Forum – Candy Strike now has photocopier and fax service; Kelsey Crafts having grand re-opening on 4/9; PDA meeting next month (May 5) will NOT be at Cary House—location TBD; Julie from Folsom-El Dorado Style magazine made presentation of new magazine and said they will be featuring Placerville in June issue and would there be any interest in joint ad; Moktar from Cary House asked about help from PDA with re-enactors

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, May 5, 2005, 8AM at ***Sweetie Pies***
www.placerville-downtown.org

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Historic Main Street through special events and activities that attract visitors to the historic downtown business district.

Roll Call and Introductions

Announcements

- Founder's Day – encourage businesses to stay open later; raffle, band playing, beer garden (need people to **volunteer** to help—PDA uses beer garden to raise money to offset costs)
- People need to get money (\$50) in for Brewfest
- See Mary Meader (Placerville News) for bunting

Continuing Business

- Jazz Jubilee – PDA will put in \$500 to sponsor
- Need replacement on Board for Debbie Sanders
- Regulation of shootouts
- Who won the grand prize for Clip 'n' Stroll

New Business

In July, PDA will have brainstorming session for 2006 at date and time to be determined; whole calendar is up for discussion

Executive Board Meeting Dates

3rd Wednesday of the Month, 8:30AM, May 18 (Old Town Bakery)

PDA General Meeting Dates

1st Thursday of the Month, 8AM; next meeting June 2 at TBD

Grant Report – Jeff Thoma

Treasurer's Report – Mary Dakers

Marketing & Event Report – Lisa Crummett

Chamber Report – Sue Russell – visitor's survey update

Police Beat – Chief

City Report – Gary Pigg – update on crosswalks and city hall project

Open Forum

PDA Board of Directors 2005					
Joyce Amlick	621-0925	Sara Young	622-4900	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Rick Whiteacre	344-0660	Debbie Sanders	622-2631
Mary Dakers (T)	621-1405	Chris Branco	626-1810	Jim Thomsen	622-6100
Cary Faria	642-0128	Paul Figoni	344-9090	Linda Whiteside	626-0700
Barbara Holmes	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei	626-9766	Mary Meader (P)	622-4510		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes - May 5, 2005

Roll Call and Introductions – A quorum was present

Announcements – Lisa Crummett presented Founder's Day information (activities, encourage businesses to dress up and stay open later, the Stagecoach Restoration Fund raffle, the band, the beer garden, etc.); Carol Patton: tip jars for Stagecoach Restoration Fund at the Beer Garden (\$6500 raised so far), fundraising ends on Founder's Day; people need to get their \$50 in for Brewfest (to Mary Dakers at MAD Things or to Lisa Crummett; see Mary Meader for bunting for Founder's Day

Continuing Business – PDA has decided to contribute \$500 to Jazz Jubilee; need replacement on Board for Debbie Sanders—motion was made to replace Debbie Sanders with Sydney Mize, motion seconded and carried; Shelly Blair won the grand prize from Clip 'n' Stroll—she chose the \$100 gift certificate from Tomei's Restaurant;

New Business – Rick Whiteacre resigning from Board and will need a replacement next month; will have a brainstorming session in July to talk about activities for next year

Executive Board Meeting Date – 3rd Wednesday of the Month, 8:30AM, May 18 (Old Town Bakery)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting June 2 at **TBD**

Grant Report – Jeff Thoma – Have \$80,379 left and have spent about \$3,400 this year so far; grant form is posted on PDA website as PDF file

Treasurer's Report – Mary Dakers – starting to get money for Brewfest, have \$41,442 in account

Marketing & Event Report – Mary Dakers talked about Wheelbarrows on Parade parchment description (500 printed), will be passed out to locations where wheelbarrows are; Lisa Crummett – stories about Wheelbarrows on Parade will be in Mountain Democrat and Sacramento Bee (also The Guide and County Times & Review); Barbara Holmes (much kudos to Barbara for the entire effort) – Wheelbarrows on Parade – talked about Bill Robinson's pictures for brochure and potential posters and postcards, getting calls from people who want to buy a wheelbarrow and from charities that want to be recipients, ideas will be investigated and acted on by Arts on Parade Committee; Brewfest (Lisa) – getting close on match up of breweries (33) and merchants, need \$50 from those merchants participating (handed out small flyers); Craft Faire still getting applications in

Chamber Report – Sue Russell – visitor's survey update: surveys not back yet, hope to get majority back by June and tallied by July; tourism dollars have increased tremendously since 2000; working on Farm Trails/Visitor's Guide (do out first part of June) which has map inside of all local businesses; local businesses can get visitor's guide at the chamber for distribution in their place of business; Taste of California to be filmed on Main St. on morning of May 18th

Police Beat – Chief – Police have extra patrols to monitor wheelbarrows and they need a final list of all their locations; prepared for Founder's Day; had 70 foot patrols during March and April; shootouts -- recommendation is to have the focus be at/near the Bell Tower and advertised as a show (lots of discussion about various ideas such as posting times, confining to Bell Tower area, needing a permit and enhancing the permit process, eliminating entirely, during special events only, letting all merchants know, etc.); request from members about having presentation from Chief about people stealing from stores (shoplifting), truants, etc. (will put on agenda for next PDA meeting) and panhandling

City Report – Gary Pigg – Founder's Day – crews are ready (street cleaning, dump trash cans, removal of barricades around City Hall project, etc.); parking garage lighting 90% completed; projected completion date of City Hall project is middle-end of October; Crosswalk issue is on back-burner until some other higher-priority issues are resolved

Open Forum – Carol Patton would like PDA to consider level of sponsorship for Stagecoach Restoration; blood drive Sat 5/7 at River City Bank; talked about various ideas to help rebut all the bad press Placerville is receiving lately, May 21, 6:30 p.m. screening of "Not in Our Town: When Hate Happens Here," talked about Web boycott list and what happened in Amador County, talked about economic impact on businesses, Mayor of Placerville wants to be notified when there are letters to the Editor in local or near-local newspapers so she can rebut them, Chief said there is a need for a grass-roots effort to help rebut the bad press, elected officials need to step forward and help protect all of their citizens, have common signage that says everyone is welcome

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, June 2, 2005, 8AM at *The Cary House*
www.placerville-downtown.org

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Historic Main Street through special events and activities that attract visitors to the historic downtown business district.

Roll Call and Introductions

Announcements

- Mandatory Brewfest host meeting on Thursday, June 2, 6 p.m., at the courtyard by the Cary House
- Sizzling Summer Sale is 3rd weekend in July; there will be no advertising; entry signs will be posted and merchants are asked to put out their sales signs

Continuing Business

- Need replacement on Board for Rick Whiteacre
- Presentation from Chief about shoplifting & loitering
- Brainstorming session in July (2nd or 3rd week on a Wednesday or Thursday morning)

New Business

The Executive Board recommends that PDA contribute \$500 and put more tip jars out for the Stagecoach Restoration Fund and end the effort after Labor Day weekend

Executive Board Meeting Dates

3rd Wednesday of the Month, 8:30AM, June 15 (Old Town Bakery)

PDA General Meeting Dates

1st Thursday of the Month, 8AM; next meeting July 7 at The Cary House (unless changed)

Grant Report – Jeff Thoma – request for funding for distribution of brochures

Treasurer's Report – Mary Dakers

Marketing & Event Report – Lisa Crummett

Chamber Report – Sue Russell

Police Beat – Chief

City Report – Gary Pigg

Open Forum

PDA Board of Directors 2005					
Joyce Amlick	621-0925	Sara Young	622-4900	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Rick Whiteacre	344-0660	Sydney Mize	626-6939
Mary Dakers (T)	621-1405	Chris Branco	626-1810	Jim Thomsen	622-6100
Kary Faria	642-0128	Paul Figoni	344-9090	Linda Whiteside	626-0700
Barbara Holmes	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei	626-9766	Mary Meader (P)	622-4510		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – June 2, 2005

Roll Call and Introductions – A quorum was present

Announcements – Mandatory Brewfest meeting tonight at courtyard by Cary House; Sizzling Summer Sale is 3rd weekend in July and there will be no advertising for it, however, entry signs will be posted and merchants are asked to put out their sales signs

Continuing Business – Need replacement for Board member Rick Whiteacre—motion was made to replace Rick Whiteacre with Bob DiNunzio, motion seconded and carried; presentation by Chief Nielson and Detective Kim Nida about shoplifting (shoplifting & Citizen Arrest handouts available; Citizen's Academy classes available from Police Department; Placerville PD phone number is 642-5210); PDA brainstorming session facilitated by Sue of (and at) Kelsey's Crafts to go over potential next year's events will be 8AM-10AM on 2nd or 3rd Thursday in July (will pick a date and announce it)

New Business – The Executive Board recommends that PDA contribute \$500 and put more tip jars out for the Stagecoach Restoration Fund and end the effort after Labor Day weekend; motion made to shelve decision about this until PDA hears from Stagecoach Restoration Fund Committee about funds, motion seconded and carried

Executive Board Meeting Date – 3rd Wednesday of the Month, 8:30AM, June 15 (Old Town Bakery)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting July 7 at Cary House

Grant Report – Jeff Thoma – From January through May spent \$3800 (majority for short-term advertising), earned \$326 interest, so have spent (net) \$3500; have \$80,289 left; have one grant request from Chamber & Visitor's Authority to distribute literature from all organizations to 300-400 locations (\$100/month)—consensus from PDA was that we need more information about this

Treasurer's Report – Mary Dakers – Brewfest tickets are selling; between CDs & checking account, we have \$39,000

Marketing & Event Report – Founder's Day – somewhat disappointing attendance, street looked a little bare, participants liked it but may need to be reworked; Brewfest coming, street closure starting at 5 PM from Sacramento St. to Bedford; getting applications in for Crafts Faire; Antique Faire – just sent out all the applications to potential vendors for that

Chamber Report – No report (Sue Russell absent)

Police Beat – Chief – Not in Our Town presentation at Town Hall on 5/21/05 was good community response to what's been going on in Placerville; Police Department is working with bars downtown and ABC to combat problems with litter, vomiting, etc.; question about loitering—Police Department can deal with blocking sidewalk and harassing (have to be careful of constitutional rights of people), Police Department stepping up patrols downtown; problems (especially in summer) with vans dropping off kids downtown—Police Department would like calls when merchants see this happening, these people really each need solicitor's permit & business license (sometimes if you ask for that, it shuts them down quickly, but, kids don't need solicitor's permit or business license when representing non-profit organization—but should have student ID); it helps if merchants use phone tree to notify other merchants when they see suspicious activity like this happening; loitering around Creekside Plaza is a problem sometimes; if you have a suspicious person in your business, let other merchants know

City Report – No report (Gary Pigg absent)

Open Forum – Sara Young stated that those who are against Wheelbarrows keep their comments to themselves and not make it public—most comments about Wheelbarrows on Parade have been positive; question about why no print advertising for Sizzling Summer Sale and response was that it was a committee decision because PDA does not benefit from print advertising for that event; very important that all PDA members take at least a small part in helping out with events and efforts for downtown; might be better to have sales in conjunction with holidays (like a President's Day sale in February, for example); question about when we would hear any more about the freeway work—it looks like freeway (Highway 50) work has been funded and may be released starting in February of next year (2006); repaving from Bedford to Broadway to start soon

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, July 7, 2005, 8AM at Cary House
www.placerville-downtown.org

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Historic Main Street through special events and activities that attract visitors to the historic downtown business district.

Roll Call and Introductions

Announcements

Continuing Business

- Stagecoach Restoration Fund recommendation
- Brainstorming session in July

New Business

Executive Board Meeting Dates

3rd Wednesday of the Month, 8:30AM, July 20 (Old Town Bakery)

PDA General Meeting Dates

1st Thursday of the Month, 8AM; next meeting August 4 at Cary House

Grant Report – Jeff Thoma

Treasurer's Report – Mary Dakers

Marketing & Event Report – Lisa Crummett

Chamber Report – Sue Russell – visitor's survey update

Police Beat – Chief

City Report – Gary Pigg – update on crosswalks and city hall project

Open Forum

PDA Board of Directors 2005

Joyce Amlick	621-0925	Sara Young	622-4900	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Bob DiNunzio	344-0660	Sydney Mize	626-6939
Mary Dakers (T)	621-1405	Chris Branco	626-1810	Jim Thomsen	622-6100
Cary Faria	642-0128	Paul Figoni	344-9090	Linda Whiteside	626-0700
Barbara Holmes	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei	626-9766	Mary Meader (P)	622-4510		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – July 7, 2005

Roll Call and Introductions – A quorum was present

Announcements – Sizzling Summer Sale is 3rd weekend in July; please hang out banners, signs are posted at each end of town; some wheelbarrows are not being taken care of—please take trash out of them, straighten them and clean them as they will be donated to charity in September for future auction

Continuing Business – Stagecoach Restoration Fund: estimate for replacement came in at \$17,417 and have collected just over \$15,000; Davey wanted to stop for awhile & not do any more fundraising because of conflicts with other fundraisers; Rotary is giving \$1000 plus there are some other collections of about \$200; Fund not ready to ask PDA for any money yet; Davey wants hydraulic brakes on new coach, upping the amount to \$19-\$20,000; also, we don't know yet how much Davey will put in of his own money; might possibly have one more fundraiser (steak & beans barbeque); would like PDA to give, but later on; would like all tip jars off the counters for now; **Brainstorming Session in July:** Sue Rees gave update – will be on 7/14 & 7/21, 8am-10am at Cary House; Goal is to come up with recommendations for 2006 activities on Main St.; will be reviewing activities in 2004 & 2005 for pros, cons, what can be improved and suggestions for new activities.

New Business – Mary Meader has received letter of resignation from Board from Linda Whiteside; recommendation is to wait and see who takes her place at River City Bank

Executive Board Meeting Date – 3rd Wednesday of the Month, 8:30AM, July 20 (Old Town Bakery)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting August 4 at Cary House

Grant Report – Jeff Thoma – nothing new; fund down to about \$71,000 after some preapproved expenses hit; also, found out more about distributing brochures (see PDA minutes of 6/2/05) – for \$100/month, decided not to do it; idea came up about giving away pens; also, suggestion to look at other ways of marketing and maybe have facilitated session about marketing; try to find out what's working and what isn't (include Marketing Committee); talked briefly about various marketing ideas

Treasurer's Report – Mary Dakers – \$47,819 in acct; Brewfest increased it from last month, but more bills coming

Marketing & Event Report – **Brewfest** sold out of tickets; it went very well, but need to encourage people next time to have designated driver to avoid DUIs; next year's Brewfest will be at end of June; **Sizzling Summer Sale** coming up; **Craft Faire:** have 80 vendors with goal of 90 (Sunday, August 14); Main St. will be closed from Center to Bedford Streets; **Antique Faire:** applications are out and will have Committee meeting soon; invitations are out to wineries; **Wheelbarrows on Parade:** Barbara & Lisa have put in application to do similar event next year

Chamber Report – Sue Russell absent, Mary Meader gave short update – Mary showed survey they did; Chamber of Commerce has business resource center at the Chamber building (business books, etc.); she showed the new directory for this year

Police Beat – Chief – During Brewfest, had one arrest, but event itself was good; most problems caused by people doing things elsewhere and bringing it into the Brewfest (people other than Brewfest attendees); Chief does not think PDA is promoting anything negative; June is Police Dept's busiest time of the year; National Night Out is coming up on Tuesday, August 2; kick-off event will be at the Boys & Girls club near the armory near the fairgrounds; last year, Placerville was judged #1 in the nation for our size. Chief recommended consideration of doing one large event in June, such as Brewfest, Wagon Train & Founder's Day and thinks there would be some city support; there was a question re Wagon Train going to Walmart parking lot and Chief thinks getting to the Walmart lot is difficult, but the event there was fine; during month of June, Placerville Police had 32 foot patrols downtown

City Report – Chief (Gary Pigg absent) – City Hall is on track to be done in September

Open Forum – Could we plan to have a marketing strategy session (similar to the facilitated brainstorming session going on during July)?

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, August 4, 2005, 8AM at Cary House
www.placerville-downtown.org

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Historic Main Street through special events and activities that attract visitors to the historic downtown business district.

Roll Call and Introductions

Announcements

- Get money in for Art & Wine Festival (\$50)—checks can be made out to PDA and dropped off at MAD Things
- Craft Faire is on Sunday, August 14, 8am-3pm
- Antique Faire is on Sunday, September 25, 8am-3pm—deadline for applications is August 5
- Home Depot opening 8/5/05

Continuing Business

- Brainstorming session results
- Regarding Linda Whiteside's replacement—we are waiting for her River City Bank replacement
- We will have a Marketing Strategy meeting in September

New Business

None

Executive Board Meeting Dates

3rd Wednesday of the Month, 8:30AM, August 17 (Old Town Bakery)

PDA General Meeting Dates

1st Thursday of the Month, 8AM; next meeting September 1 at Cary House

Grant Report – Jeff Thoma

Treasurer's Report – Mary Dakers

Marketing & Event Report – Lisa Crummett

Chamber Report – Sue Russell

Police Beat – Chief

City Report – Gary Pigg – update on crosswalks and city hall project

Open Forum

PDA Board of Directors 2005					
Joyce Amlick	621-0925	Sara Young	622-4900	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Bob DiNunzio	344-0660	Sydney Mize	626-6939
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Cary Faria	642-0128	Paul Figoni	344-9090	Linda Whiteside	626-0700
Barbara Holmes	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei	626-9766	Mary Meader (P)	622-4510		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – September 1, 2005

Roll Call and Introductions – A quorum was not present.

Announcements – If you would like to have PDA meeting agendas & minutes sent to you, send an email to lisa@placerville-downtown.org; Antique Faire on 9/25, 8am-3pm ; Art & Wine Festival on 10/15; tickets go on sale after Labor Day; Board members will be nominated in October (term is 2 years and must serve on at least one committee) with ballots distributed some time after the 10/6 meeting; election of officers will be in November with new officers taking office in January; There will be a board meeting in December (on 12/1) to vote on events for 2006 and form committees; Need email addresses from all board members; PDA website would like photos of businesses and any websites of businesses; get info to Sharon Baldwin at sbaldwin5175@sbcglobal.net

Continuing Business – Brainstorming session results are all typed up and are going to the various committees; we will have copies at the next general board meeting (October 6)—there were lots of new ideas, but remember that any new ideas have to have a “champion” and have to come up with a funding mechanism; Linda Whiteside’s replacement at River City Bank is Sam Muscarello; there will be a Marketing Strategy meeting at Tomei’s on 9/22, 8 am – 10 am (hopefully, members of the Marketing Committee will attend); PDA will send a letter to the city regarding cleaning sidewalks and planting trees

New Business – Discussion of funding from PDA for 2006 Art on Parade (no quorum, so cannot request funding of suggested \$3500 from PDA); will go to City Council meeting in September to request funding from them—would like to have equal funding from 4 separate entities (PDA, City, County, etc.) plus sponsorships; took an unofficial vote of people present at the meeting as to how they felt about the “Wheelbarrows on Parade” this year and a majority would support something like it next year—Mary Meader will do a Poll Vote of the Board members to see how they feel about it; Wagon Train/Founder’s Day meeting: Mary and Lisa attended the meeting; there was general consensus to combine Wagon Train (on June 10 next year), Founder’s Day and a parade but more work needs to be done—there is another meeting on September 8 at 5:30 PM (City Hall) and they are looking for ideas on how to combine all these events into one event, need to have info on costs to bring back to PDA to see if we would support it

Executive Board Meeting Date – 3rd Wednesday of the Month, 8:30AM, September 21 (Old Town Bakery)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting October 6 at Cary House

Grant Report – Jeff Thoma – have spent \$7300 this year so far, with budget of \$20,000 for entire year (remaining \$12,000 for year will go for advertising campaign); budgeting more for next year and year after (due to Highway 50 work); currently have \$76,000 left in account; short history: spent \$12,500 in 2002, \$35,000 in 2003, and \$24,000 in 2004

Treasurer’s Report – Jeff Thoma – have \$52,000 in account right now, for period of Jan-Aug, our P&L shows a \$5,000 loss (typical for this time of year); Business Licenses being paid will increase PDA account into positive territory and Art & Wine will increase it also (which will then all be nearly spent for events during holiday season)

Marketing & Event Report – Lisa – next event is the Antique Street Faire on 9/25, 8am-3pm—only have 60 vendors signed up so far (many from last year not coming due to costs of gas, etc.), hoping to have more by time of event; Art & Wine tickets going on sale on 9/6, have 35 hosts and 38 wineries; will be having Christmas Committee meeting soon to start getting ready for the holidays

Chamber Report – None

Police Beat – School back in session, so concentrating on kids downtown after school and traffic issues; question about how to slow people down on Main Street; also question about if there is any way to make smoking at bars be in back of facilities (lots of discussion about this)

City Report – Gary Pigg – City Hall projected completion date is 10/15; streetscape design had first meeting on Monday (8/29); if people have comments, now is the time as the next steps are to go on to planning commission and city council; can go to city hall and library to look at plans; sidewalk cleaning is in process (also stairs in garage and parking garage in general)—city needs letter from PDA; repaving of upper Main St. (from Druid Monument to Broadway): funding is in place, bids are about to go out, a lot will depend on weather; have been receiving a lot of complaints about Waste Management; Gary has set up meeting with rep of WM and PDA members are invited; Art on Parade—will get that on agenda

Open Forum – John Fahy (new business owner—House of Stone); Tony encourages PDA members to attend City Council meetings having to do with the proposals for the StreetScape project; Barbara Holmes will be taking job at Kaiser so won’t be at store or as available as in the past (but will still help out with Art on Parade)

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, September 1, 2005, 8AM at Cary House
www.placerville-downtown.org

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Historic Main Street through special events and activities that attract visitors to the historic downtown business district.

Roll Call and Introductions

Announcements

- If you would like to have PDA meeting agendas & minutes sent to you, send an email to lisa@placerville-downtown.org
- Antique Faire on 9/25, 8am-3pm
- Art & Wine Festival on 10/15; tickets go on sale after Labor Day
- Board members will be nominated in October (term is 2 years and must serve on at least one committee) with ballots distributed some time after the 10/6 meeting; election of officers will be in November with new officers taking office in January
- There will be a board meeting in December (on 12/1) to vote on events for 2006 and form committees
- Need email addresses from all board members
- PDA website would like photos of businesses and any websites of businesses; get info to Sharon Baldwin at sbaldwin5175@sbcglobal.net

Continuing Business

- Brainstorming session results
- Regarding Linda Whiteside's replacement—we are waiting for her River City Bank replacement
- Marketing Strategy meeting on September 22, 8 a.m. to 10 a.m. at a location TBD
- PDA will send letter to city regarding cleaning sidewalks and planting trees

New Business

- Discuss and request funding from PDA for 2006 Art on Parade (suggested amount is \$3500 contingent on other groups also participating)
- Wagon Train/Founder's Day meeting update

Executive Board Meeting Dates

3rd Wednesday of the Month, 8:30AM, September 21 (Old Town Bakery)

PDA General Meeting Dates

1st Thursday of the Month, 8AM; next meeting October 6 at Cary House

Grant Report – Jeff Thoma

Treasurer's Report – Mary Dakers

Marketing & Event Report – Lisa Crummett

Chamber Report – Sue Russell

Police Beat – Chief

City Report – Gary Pigg – update on crosswalks and city hall project

Open Forum

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PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – September 1, 2005

Roll Call and Introductions – A quorum was not present.

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Executive Board Meeting Date – 3rd Wednesday of the Month, 8:30AM, September 21 (Old Town Bakery)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting October 6 at Cary House

Grant Report – Jeff Thoma – have spent \$7300 this year so far, with budget of \$20,000 for entire year (remaining \$12,000 for year will go for advertising campaign); budgeting more for next year and year after (due to Highway 50 work); currently have \$76,000 left in account; short history: spent \$12,500 in 2002, \$35,000 in 2003, and \$24,000 in 2004

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Chamber Report – None

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City Report – Gary Pigg – City Hall projected completion date is 10/15; streetscape design had first meeting on Monday (8/29); if people have comments, now is the time as the next steps are to go on to planning commission and city council; can go to city hall and library to look at plans; sidewalk cleaning is in process (also stairs in garage and parking garage in general)—city needs letter from PDA; repaving of upper Main St. (from Druid Monument to Broadway): funding is in place, bids are about to go out, a lot will depend on weather; have been receiving a lot of complaints about Waste Management; Gary has set up meeting with rep of WM and PDA members are invited; Art on Parade—will get that on agenda

Open Forum – John Fahy (new business owner—House of Stone); Tony encourages PDA members to attend City Council meetings having to do with the proposals for the StreetScape project; Barbara Holmes will be taking job at Kaiser so won’t be at store or as available as in the past (but will still help out with Art on Parade)

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, October 6, 2005, 8AM at Cary House
www.placerville-downtown.org

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Historic Main Street through special events and activities that attract visitors to the historic downtown business district.

Roll Call and Introductions

Announcements

- Art & Wine Festival on 10/15, 6-9 pm
- Lights maintenance – 10/10 – 10/23; turn on lights on top of buildings for maintenance
- Halloween – Monday, 10/31; be prepared for 1500-2000 people

Continuing Business

- Brainstorming session results
- Marketing Strategy meeting results
- PDA will send letter to city regarding scheduling of cleaning sidewalks
- Vote on funding from PDA for 2006 Art on Parade (suggested amount is \$3500 contingent on other groups also participating)
- Wagon Train/Founder's Day update

New Business

- Nomination of Board Members for 2006
- Great Race – 7/6/2006, 3 pm – 6:30 pm; cost will be \$1500, Main St. will be closed, there will be snacks & refreshments
- Need new Chamber of Commerce representative from downtown

Executive Board Meeting Dates

3rd Wednesday of the Month, 8:30AM, October 19 (Old Town Bakery)

PDA General Meeting Dates

1st Thursday of the Month, 8AM; next meeting November 3 at Cary House

Grant Report – Jeff Thoma

Treasurer's Report – Mary Dakers

Marketing & Event Report – Lisa Crummett

Chamber Report – Sue Russell

Police Beat – Chief

City Report – Gary Pigg – update on city hall project

Open Forum

PDA Board of Directors 2005

Joyce Amlick	621-0925	Sara Young	622-4900	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Bob DiNunzio	344-0660	Sydney Mize	626-6939
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Barbara Holmes	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei	626-9766	Mary Meader (P)	622-4510		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – October 6, 2005

Roll Call and Introductions – A quorum was present.

Announcements – Art & Wine Festival on 10/15, 6-9 pm; lights maintenance will be 10/10-10/23—business owners need to turn on lights on top of buildings for maintenance; Halloween is on Monday, 10/31—be prepared for 1500-2000 people; will hopefully have a sidewalk cleaning after Halloween; Kathleen Dodge attended and introduced movie folks who will be filming a movie (teen psychological thriller) in Placerville for 2 days in November (either 11/8-9-10 or 11/15-16-17, 1 day at Hidden Passage (7AM-7PM) with intermittent road closure, 1 night at Powell Bros (7PM-2AM) with road closure), will also go to City Council

Continuing Business – Sue Rees gave overview of brainstorming session and there were printouts of the results available at the meeting—any new event needs a champion and method of financing; Lisa went over Marketing Strategy meeting results, printouts of which were available at the meeting—and these results have been given to the Marketing Committee; PDA will send a letter to the city regarding scheduling of cleaning sidewalks—Tony Granados wrote the letter, Mary read it at the meeting, the letter will be sent to John Driscoll (Gary Pigg suggested that PDA propose tentative schedule for sidewalks, garage and trashcans); Art on Parade: Lisa talked about it for next year—Tony Granados made a motion that PDA contribute \$3500 to the Art on Parade next year contingent on other groups matching that amount (for a total of \$14,000), motion seconded and approved; Lisa gave Wagon Train/Founder's Day update: it was decided to just have Founder's Day and Wagon Train (no parade) on 6/10/06; Jazz Jubilee (on 10/9/05) info given by Doug Braaten

New Business – Lisa talked about Great Race coming through Placerville on 7/6/2006, want to build car show around it, need to give money (\$1500) to them for event—Mary Dakers moved that PDA fund the Great Race in Placerville for \$1500 in 2006, motion seconded and carried; Bill Robinson moved that Sam Muscarello replace Linda Whiteside as Board Member from River City Bank (for the balance of her term—through 2006), motion seconded and carried; Doug Braaten made a motion to replace Jim Thomsen as Board Member with his son Dennis Thomsen; nomination of Board Members for 2006: Mary Dakers nominated Doug Braaten (Candy Strike), John Fahy (House of Stone), Sydney Mize (Elder Options), Nate Ross (Thomas Kinkade Gallery), Les Russell (Fairchild Building), Denise Tomei (Tomei's), Sue Wilkinson (Sierra Country Home) and Tom Williams (Hidden Passage Books), motion seconded and carried; Jim Baehne was also added to the list of nominations—ballot will be delivered to everyone and there will be ballot box at River City Bank; PDA needs a new representative to Chamber of Commerce meetings (they prefer a PDA Board Member)—decided to bring this up at the next PDA meeting

Executive Board Meeting Date – 3rd Wednesday of the Month, 8:30AM, October 19 (Old Town Bakery)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting November 3 at Cary House

Grant Report – Jeff Thoma: no new requests, put out blank forms, current balance is \$75K; have spent about \$12K (committed) of \$14K allocated for this year; have actually spent about \$9K and have gotten \$1K in interest, so have actually spent about \$8K so far

Treasurer's Report – Mary Dakers: have \$48,692.48 in acct; will need it due to Highway 50 road construction starting next year

Marketing & Event Report – Lisa Crummet: Have some buttons & materials left and available at meeting; had opportunity to put add in Nov & Dec issue of Travel Host magazine (will be in 88 hotels/motels); distribution of brochures: visitor's authority has some money to distribute brochures to 35-40 locations (will be printing update of brochure); Christmas Committee meeting is on 10/21, 8:30 am at Centro; flyer going out about lights maintenance; Antique Faire: had 94 spots taken, vendors did well, overall event went smoothly—will only make about \$1500 of expected \$3K (was on Channel 3 on Sunday morning)

Chamber Report – Sue Russell: budget for tourism was approved, but not the amount asked for; did get more money than last year; tree lane coming on Friday before Thanksgiving and hoping PDA will donate money for donuts (in budget)—will be last time until Highway 50 construction is finished (there is space allocated for trees in new plan); 8 pages in September Sierra Heritage re El Dorado County; may be mentioned in 2006 Travel Planner; tour planners group coming to Placerville & will have lunch on Main St.; film that PDA donated \$1500 for is done and started running in Sept 05 internationally, Sue will have the 23 min of film soon

Police Beat – Mike Scott – addressed kids congregating at spots on Main St., will step up enforcement again; also question about getting the speed machine on Main St. to help prevent speeding

City Report – Gary Pigg: report about Highway 50 project: bids going out in November 2005 and when project starts depends on what and when bids come in; will be several meetings between Caltrans, City and PDA so all can coordinate on various items (signage, etc.); City Hall project is proceeding, goal is to complete project one week before Thanksgiving; lots of flyers being put up on light posts and trash cans—flyers need to be taken down; City Hall employees will not use Garage at all—they will be dispersed throughout the city; Blue Ribbon committee looking into what to do with old building—city will be using that parking until old building is relinquished

Open Forum – None

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, November 3, 2005, 8AM at Cary House
www.placerville-downtown.org

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Historic Main Street through special events and activities that attract visitors to the historic downtown business district.

Roll Call and Introductions

Announcements

- Festival of Lights
- New 06/07 Board Members; each board member needs to serve on at least 1 committee (per PDA bylaws)
- KCRA noon news spot to promote Placerville on 12/5/05

Continuing Business

- PDA letter to city regarding scheduling of cleaning sidewalks
- Wagon Train/Founder's Day funding
- Need Board Member of PDA for representative to Chamber of Commerce meetings
- Highway 50 project report
- Stagecoach restoration update

New Business

- Executive Board nominations
- Proposed events for 2006

Executive Board Meeting Dates

3rd Wednesday of the Month, 8:30AM, November 16 (Old Town Bakery)

PDA General Meeting Dates

1st Thursday of the Month, 8AM; next meeting December 1 at Cary House

Grant Report – Jeff Thoma

Treasurer's Report – Mary Dakers

Marketing & Event Report – Lisa Crummett

Chamber Report – Sue Russell

Police Beat – Chief

City Report – Gary Pigg – update on city hall project

Open Forum

PDA Board of Directors 2005					
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Kary Faria	642-0128	Paul Figoni	344-9090	Sam Muscarello	626-0700
Barbara Holmes	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei	626-9766	Mary Meader (P)	622-4510		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – November 3, 2005

Roll Call and Introductions – A quorum was present.

Announcements – Holiday event cards are out; need someone to do 3rd Sat Nite Life newsletter—if anyone interested, contact Wendy Wythe at Wythe Gallery; Festival of Lights is the Friday after Thanksgiving (November 25) and if you have any goodies, they have to be store-bought, not homemade; new PDA Board members for 2006/2007 are Doug Braaten (Candy Strike), John Fahy (House of Stone), Sydney Mize (Elder Options), Nate Ross (Thomas Kinkade Gallery), Les Russell (Fairchild Building), Denise Tomei (Tomei's), Sue Wilkinson (Sierra Country Home) and Tom Williams (Hidden Passage Books); Mary Dakers is doing a KCRA noon news spot on 12/5/05 and will be coming around to various businesses for items to take; PDA got "Thank You" from Jazz Jubilee Committee and the Jubilee next year will be the 1st Saturday of October

Continuing Business – Tony Granados (VP) has mailed letter to city regarding scheduling of cleaning sidewalks; Sam Muscarello volunteered to represent PDA at Chamber of Commerce meetings; Highway 50 report: Highway 50 project has been funded and will be going out for bid late Nov/early Dec with construction hopefully starting in March/April of 2006, first year will be effort to relocate sewer line at west end of Placerville and moving east, 2nd & 3rd years will probably be when actual Highway 50 road improvements will take place, will be meeting on 11/15 between John Driscoll & Caltrans to go over Outreach program that will be done with merchants on Placerville Drive, Main St. & residents who will be affected by construction (Outreach meetings will start after 1st of the year), prime concern being told to potential contractors is to mitigate delays and that there is to be no construction during peak travel periods and disruption of downtown businesses is to be kept to a minimum with road closures only at night, plan is located (drawings) at City Hall upstairs, construction will be going on for 3-4 construction seasons (years); redoing of upper Main St. will be as soon as weather allows in 2006 (Bedford to Broadway) and mostly at night if possible; most of the additional work to be done around the new City Hall will be done after the new year (except for new sidewalk, planters & moving of fire hydrant); Stagecoach Restoration project is moving along—may have new coach by Founder's Day of 2006 but if not, should have it by Christmas of 2006 and may need to have another fundraiser; Movie: size of movie has grown, all vehicles will be parking on easement of Hwy 50, but will need to bring in some equipment to light the stores where filming will take place (on 11/15 & 11/17)

New Business – Executive Board nominations: Denise Tomei, Treasurer; Bill Robinson, Secretary; Tony Granados, Vice President; Mary Meader, President: hand vote – all nominations approved; proposed list of events for 2006: 3rd Sat Nite Life (monthly); January shopping event – lots of discussion about this and a motion was made to table the vote on about the January shopping event until the Shopping Committee meets and makes their recommendation in December and motion was carried; Health & Wellness Fair on Sat, 3/4; Clip & Stroll Days on Fri & Sat 4/21 & 4/22; Art on Parade from June-Sept; Founder's Day & Wagon Train Sat, 6/10; Brewfest on Sat 6/24; Thu 7/6 will be Great Race; Sat, July-Oct Jazz or Blues in the Plaza; Craft Faire Sun, 8/13; Antique Street Faire Sun, 9/24; Jazz Jubilee Sun, 10/1; Art & Wine Festival on Sat 10/21; Trick or Treat on Main St. Tue, 10/31; Festival of Lights Fri 11/24; Merchants Open House Fri & Sat, 11/24 & 25; Christmas Parade Sun, 12/3 & stagecoach rides on weekends in December; need 3-4 members on each event's committee; motion made to accept events, seconded and motion carried; Sydney brought up idea (and has applied for grant) of adding event downtown event calendar to the Senior directory and reprint it (maybe with coupons & advertising)

Executive Board Meeting Date – 3rd Wednesday of the Month, 8:30AM, November 16 (Old Town Bakery)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting December 1 at Cary House

Grant Report – No

Treasurer's Report – Grant Fund has \$75,771.41; have \$58,827.67 in PDA account and doing very well on PDA budget (dues from City of about \$13K yet to be included)

Marketing & Event Report – No

Chamber Report – No

Police Beat – Chief – no issues with Jazz Jubilee; Art & Wine Festival went well (an assault happened afterwards); Halloween event went very well and was very well attended; gearing up for Festival of Lights on 11/25 and Christmas Parade on 12/4; have had radar trailer downtown and it was very successful (request was made for trailer to be put on upper Main St. too); lots of traffic issues and have a new traffic officer position; had a couple of vandalism events downtown in late October and assault happened in garage late at night; had 55 foot patrols downtown during October; will be installing cameras downtown in a couple of spots and upgrading cameras in the garage; holiday relaxed parking will be happening in parking lots & garage (from 11/25 through 1/2/06)

City Report – Gary Pigg – City Hall in final stages; old City Hall may be used (partially) for Fire Dept. museum (recommendation will be not to sell the building)

Open Forum – Once committee member sheet is filled in, each committee member will get list of other members; Sara Young thanked everyone who sponsored Jazz in the Plaza and who gave prizes and she will be coming around next year

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, December 1, 2005, 8AM at Cary House
www.placerville-downtown.org

The Placerville Downtown Association is a non-profit organization that serves to enhance and promote business on Historic Main Street through special events and activities that attract visitors to the historic downtown business district.

Roll Call and Introductions

Announcements

- Tom Williams is taking over the 3rd Saturday Nite Life newsletter from Wendy Wythe
- Lisa will be calling committee members to set up budget meetings in December or January
- Christmas parade is on 12/4/05
- **Any PDA member can be a member of a committee – committees are encouraged to meet farther ahead so that there can be more discussion about events**
- The “Taste of California” episode for El Dorado County is available on DVD – contact Lisa to borrow it

Continuing Business

- Wagon Train/Founder’s Day funding – proposal for \$2500 funding
- Highway 50 project report
- January/February shopping promotion – need vote for budget
- Need PDA members to sign up to hand out agendas each month (can be Board members or just PDA members)

New Business

- Chamber of Commerce Local Commerce Council program
- List of businesses that are open late
- Pony Express would like PDA to donate brochures & small items to promote Hangtown area for September 2006 event in Old Sacramento

Executive Board Meeting Dates

1st Wednesday of the Month, 8:30AM, December 7 (Old Town Bakery)

PDA General Meeting Dates

1st Thursday of the Month, 8AM; next meeting January 5 at Cary House

Grant Report – Jeff Thoma

Treasurer’s Report – Mary Dakers

Marketing & Event Report – Lisa Crummett

Chamber Report – Sue Russell

Police Beat – Chief

City Report – Gary Pigg – update on city hall project

Open Forum

PDA Board of Directors 2005					
Joyce Amlick	621-0925	Sara Young	622-4900	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Bob DiNunzio	344-0660	Sydney Mize	626-6939
Mary Dakers (T)	621-1405	Chris Branco	626-1810	Dennis Thomsen	622-6100
Kary Faria	642-0128	Paul Figoni	344-9090	Sam Muscarello	626-0700
Barbara Holmes	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei	626-9766	Mary Meader (P)	622-4510		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – December 1, 2005

Roll Call and Introductions – A quorum was present.

Announcements – Tom Williams is taking over the 3rd Saturday Nite Life newsletter from Wendy Wythe and will be coming around to businesses downtown to get items to put in the newsletter (info will be distributed electronically to those members who have email and they can print copies of the flyer or distribute as they see fit; those without email will get a hard copy to make copies from); Lisa will be calling committee members to set up budget meetings in December or January; Christmas parade is 12/4/05 (Lisa will follow up on comment about putting signs out for the events); **Any PDA member can be a member of a committee – committees are encouraged to meet farther ahead so that there can be more discussion about events**; Lisa has a copy of the “Taste of California” episode for El Dorado County and will loan it out to those that request it

Continuing Business – Wagon Train/Founder’s Day (6/10/06) funding: Chris Branco made motion to fund this for \$2500, Mary Dakers seconded and motion carried; no Highway 50 project report; Jan/Feb shopping promotion: Shopping Committee’s proposal is a Winter Campaign with advertising in Jan & Feb (“Above the Fog, Below the Snow”), Clip & Stroll in April and July shopping event around the time of the Great Race (total proposed budget is \$7000)—motion made by Kary Faria to adopt the Shopping Committee’s budget for no more than \$7000, seconded by Sara Young, motion carried; need PDA members to sign up to hand out agendas each month (can be Board members or just PDA members)—volunteers: January-Chris Branco, February-Kary Faria, March-Sam Muscarello

New Business –Shiva Frentzen from CofC (CALIS) spoke about program that is meant to encourage shopping and commerce in El Dorado County; they have created a campaign and a website (neighboromics.com) to try & help keep educate people about keeping business within El Dorado County (also signs along Highway 50, etc.); eldoradobusiness.com exists to help customers search for businesses in El Dorado County; businesses that contribute to the campaign get listed on the neighboromics.com website; Doug Braaten spoke about the Local Commerce Council which is discussing ways to increase business & commerce in EDC; Shiva: Shingle Springs/Cameron Park Chamber is doing an online survey in mid-March to find out what businesses people want to see in the Shingle Springs/Cameron Park area and find out about their shopping habits (sscpcchamber.org); Lisa showed list of businesses that are open late on Friday & Saturday night (Doug Braaten will make 8.5x11 posters for businesses to put up); Pony Express would like PDA to donate brochures & small items to promote Hangtown area for September 2006 event in Old Sacramento (tabled for future meeting)

Executive Board Meeting Date – 1st Wednesday of the Month, 8:30AM, December 7 (Old Town Bakery)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting January 5 at Cary House

Grant Report – Jeff Thoma -- \$3000 under budget, \$67,000 left for 2006 & beyond; have one request pending from Sydney Mize for directory; grant request forms are on the PDA Website; reordered brochures

Treasurer’s Report – Mary Dakers – have \$61,226.43, thinks we will end up in the mid-\$50k by end of year

Marketing & Event Report – Got nice story and ad in Travelhost magazine; Art on Parade: City Council voted unanimously to give \$3500 to Art on Parade for 2006, ED Visitor Authority approved \$1750 (will need to use their logo in addition to ours in the advertising for Art on Parade), Barbara is meeting with the Wine Authority and sent a letter to the ED Arts Council to see if they will help sponsor, then need to get private sponsorships—things look good and will start meeting right after the 1st of the year; Festival of Lights was great; have ordered porta-potties by the Bell Tower (mainly for weekends); will be stagecoach rides on the weekends of the 10th & 17th; hope to have SHIELDS on each floor of garage monitoring parking so people know where there are parking spaces available

Chamber Report – None

Police Beat – Chief: Night before Thanksgiving is bigger night for police than NY’s Eve as far as problems go (arrests, brawls, etc.); Festival of Lights is fine with police; in month of November had 28 foot patrols downtown; in process of implementing traffic officer and should be going by middle of December; Holiday Parking will be relaxed (but not on Main Street proper); Police dept is only one officer down at this time; City Hall: employees moving into City Hall 12/14 & 12/15; question about doing street construction around the new City Hall in the month of December

City Report – None

Open Forum – Celia from Bookery was at meeting to talk about Tea in Toyland which is happening at Town Hall; a request was made for employees NOT to use the parking lot behind Murray and Downs during the holidays—want to keep that as much as possible for customers; also comment about signs on the street getting damaged by water—can we get laminated signs (80-100) or some other way to waterproof them; comment about the camera on the Bell Tower (security camera)

Submitted by Bill Robinson