

# PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, January 5, 2006, 8AM at ***Cary House***  
[www.placerville-downtown.org](http://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**

- Update on Art on Parade
- FYI: City Hall phone number is 642-5200; Police phone number is 642-5210
- If you are a board member, you need to be on at least one committee
- Jim Baehne has agreed to serve on the Board in place of Sue Wilkinson

### **Continuing Business**

- Highway 50 project report
- Pony Express donations
- Update on January/February promotions

### **New Business**

- Foothill Friday – Valerie Jensen
- 2006 budget proposal
- Discussion and/or vote on use of old city hall
- Request from the El Dorado County Historical Museum for help with funding the reprint of the walking tour maps/guides

## **Executive Board Meeting Dates**

3<sup>rd</sup> Wednesday of the Month, 8:30AM, January 18 (Old Town Bakery)

## **PDA General Meeting Dates**

1<sup>st</sup> Thursday of the Month, 8AM; next meeting February 2 at Cary House

**Grant Report** – Jeff Thoma

**Treasurer's Report** – Denise Tomei

**Marketing & Event Report** – Lisa Crummett

**Chamber Report** – Sue Russell

**Police Beat** – Chief

**City Report** –

**Open Forum**

**PDA Board of Directors 2006**

Nate Ross	621-4453	Les Russell	622-2979	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Jim Baehne	626-9207	Sydney Mize	626-6939
John Fahy	295-9073	Chris Branco	626-1810	Dennis Thomsen	622-6100
Kary Faria	642-0128	Paul Figoni	344-9090	Sam Muscarello	626-0700
Tom Williams	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei (T)	626-9766	Mary Meader (P)	622-4510		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – January 5, 2005

**Roll Call and Introductions** – A quorum was present.

**Announcements** – Art on Parade update: met with Winery Assn and they gave \$2800 & will contribute 48 wine barrels (which City will store); City Hall phone number is 621-2489 and Police phone number is 642-5210 (& Gary Pigg handed out list of City of Placerville departmental phone numbers); if you are a board member, you need to be on at least one committee; Jim Baehne has agreed to serve on the Board in place of Sue Wilkinson; there will be an open house at the new city hall (hopefully, before the end of this month)

**Continuing Business** – Highway 50 project report (John Driscoll): date for bids has been pushed back from January to February 8 due to date constraints with other projects; they are concerned with bids coming in much higher and if so, will have to go back for more money which will push the start date out a couple of months; there will be a meeting at the town hall soon to go over the entire project again with the public (info about meeting will be on City's website at cityofplacerville.org and in newspapers); Lisa talked about Pony Express donations (wine glasses) for event in September in Old Sac and items for goodie bag (Lisa will give more details in Feb PDA meeting); Jan/Feb promotions (Lisa): had signs put up with slogan (Above the Fog & Below the Snow), running commercials on Comcast in Jan & Feb

**New Business** – Use of old City Hall (John Driscoll): will be before City Council on 1/24 meeting; draft report coming from Blue Ribbon Committee members (which will go to meeting on 1/24); went over results of survey to city water customers; City is still archiving old documents electronically; question about parking behind old City Hall: it was suggested that there be signs put up about ok parking on weekends/holidays (maybe put city vehicles to the inside to preclude the "stacked parking" issue; discussion about possibly selling the building; it was decided to have a meeting on 1/23 at 6 p.m. at Tomei's (& invite Blue Ribbon Committee members) to come up with recommendation from PDA to City Council; Valerie Jensen was not present to talk about Foothill Friday; Lisa spoke about budget proposal status, which is almost complete (meeting on 1/12 to talk about Great Race budget), need to meet with Grant Proposal Committee; will have full budget at next month's meeting for everyone to vote on; regarding the request from the El Dorado County Historical Museum for help with funding the reprint of the walking tour maps/guides (5000 copies for about \$3500), Lisa presented an alternative type of tour map that would cost about \$600 for 5000 copies (plus cost to have it designed), motion made by Chris Branco to give \$1750 to the EDC Hist Museum for help in funding the walking tour maps/guides (seconded by Doug Braaten) and the motion was not approved (PDA should suggest to Museum to revamp map/guide)

**Executive Board Meeting Date** – 3<sup>rd</sup> Wednesday of the Month, 8:30AM, January 18 (Centro)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting February 2 at TBD

**Grant Report** – Jeff Thoma – budgeted \$20,000 for 2005 and spent about \$16,000; we have \$68,800 left; will meet between now and next PDA meeting to come up with proposed budget for the next couple of years (or however long the project takes); have one grant request from Sydney Mize pending; grant request forms available on the PDA website

**Treasurer's Report** – Denise Tomei – have \$56,600 in checking acct

**Marketing & Event Report** – none

**Chamber Report** – no report; would like to have Sam pass along info to chamber about what PDA is doing about Old City Hall issue

**Police Beat** – Chief Nielsen – no problems with Christmas parade; during month of December, did have extra people on patrol downtown, had extra foot patrols, several high-profile cases during December; do have traffic officer in place; dealt with storm issues on NY's day; discussion about vandalism & harassment downtown outside the Hillsider bar (ABC license questions); can PDA influence this in some way?

**City Report** – Gary Pigg – city is ¾ situated in new city hall; Main St. will be repaved from Bedford to Broadway this year (going to bid now) as soon as weather permits; Streetscape on City Council meeting agenda on 1/10 (John Driscoll)

**Open Forum** – Barbara Holmes – talked about setting up an Entertainment Committee (e.g. Buskers); passed around signup sheet and Anne Totherow volunteered to chair (Tom Williams & Doug Braaten signed up); passed around signup sheets for Marketing Committee and Parking Committees (Parking signups: Dave Machado—chair, Carol Patton, Jim Baehne, Doug Braaten; Marketing Committee: Doug Braaten—chair, Sam Muscarello, Jeff Thoma, Carol Patton); Chris Branco reported about passing out agendas downtown and what an experience it was (Kary Faria is up for February)—will have signup sheet for people to sign up for passing out agendas April and beyond

Submitted by Bill Robinson

# PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, February 2, 2006, 8AM at Cary House  
[www.placerville-downtown.org](http://www.placerville-downtown.org)

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## Roll Call and Introductions

### Announcements

- Update on meeting about use of old City Hall
- Keep time limit of discussions short (3-5 minutes)
- PDA agendas and minutes are available on web at [www.placerville-downtown.org](http://www.placerville-downtown.org)
- Does anyone know any grant writers?
- Folder for Lisa has been moved to Tomei's
- Signups for distributing agendas

### Continuing Business

- Highway 50 project report
- 2006 budget proposal – discuss and vote on
- Discuss writing a letter to ABC about the excessive loitering, vandalism and public desecration outside the Hillsider bar & local businesses
- Pony Express update
- Jan/Feb promotions update
- Sign-ups for Health & Wellness Fair hosts must be turned in to Barbara at Hidden Passage by 2/10/06 (forms passed out previously)

### New Business

None

### Executive Board Meeting Dates

3<sup>rd</sup> Wednesday of the Month, 8:30AM, February 15 (Centro)

### PDA General Meeting Dates

1<sup>st</sup> Thursday of the Month, 8AM; next meeting March 2 at Cary House

**Grant Report** – Jeff Thoma – Finance Committee to discuss & recommend 2006 budget for grant funds

**Treasurer's Report** – Denise Tomei

**Marketing & Event Report** – Lisa Crummett

**Chamber Report** – Sam Muscarello

**Police Beat** – Chief

**City Report** –

**Open Forum**

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PDA Board of Directors 2006					
Nate Ross	621-4453	Les Russell	622-2979	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Jim Baehne	626-9207	Sydney Mize	626-6939
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Kary Faria	642-0128	Paul Figoni	344-9090	Sam Muscarello	626-0700
Tom Williams	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei (T)	626-9766	Mary Meader (P)	622-4510		

# **PLACERVILLE DOWNTOWN ASSOCIATION**

## **Meeting Minutes – February 2, 2005**

**Roll Call and Introductions** – A quorum was present.

**Announcements** – Update on meeting about use of old City Hall: meeting on 1/23 re City Hall attended by 20-25 people; notes put into draft of letter to City, reviewed by Exec Bd members, then sent out to attendees for comments; there was discussion at this meeting and changes were made; motion made by Kary Faria to send the letter with corrections (2<sup>nd</sup> Doug Braaten) and motion carried; point made about keeping time limits of discussions short (3-5 mins); PDA agendas and minutes are available on the PDA website at [www.placerville-downtown.org](http://www.placerville-downtown.org); question as to whether anyone know any grant writers (check with Chamber & ED Arts Council); Folder for Lisa has been moved to Tomeis; need to have people sign up for distributing agendas

**Continuing Business** – Highway 50 project report (Dave Machado): out for bid now, bids get opened this month, select contract in March (if bids within limits), construction starts in May, we lose parking on old RR right-of-way right away (60-80 spaces lost— Parking Comm working on solution), window of construction is April-Oct (2006-2009) & no const on Mondays, will first be taking sewer pipe out of creek, CalTrans knows about all of our events & we know who to contact and so do they, suggestion for those that have websites to put info about construction on their website; 2006 budget proposal (Lisa): motion made by Chris Branco to accept budget, motion seconded by Denise Tomei, discussed and motion carried; Discussion about writing a letter to ABC about the excessive loitering, vandalism and public desecration outside the Hillside bar & local businesses: owner attended meeting, talked about and responded to issues, just want them to be good neighbor—PDA decided not to send letter; Pony Express update (Lisa) – looking at using Folsom instead of Old Town Sac; Jan/Feb promo update (Lisa) – Above the Fog, Below the Snow, advertising on Comcast in Folsom & ED Hills (5 networks); Sign-ups for Health & Wellness Fair hosts (Lisa) must be turned in to Barbara Holmes at Hidden Passage Books by 2/10/06

**New Business** – Lisa -- Marshall Medical has a little promo going for Women's Healthy Heart Month and asking us to wear red on 2/14 (Go Red for Women); Carol – Parking Comm is going to meet soon; Dave – City of Los Gatos has an ordinance/zones about having retail on ground floor businesses; Marketing Comm meeting on March 7 at RCB

**Executive Board Meeting Date** – 3<sup>rd</sup> Wednesday of the Month, 8:30AM, February 15 (Centro)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting March 2 at TBD

**Grant Report** – Jeff Thoma – from 2002-2005 have spent just over \$90k, \$68k left; for 2006, \$35k proposed and will have about \$30k left for 2007/2008; motion made by Tony Granados to accept Grant proposal for 2006, seconded by Doug Braaten, discussed and motion carried

**Treasurer's Report** – Denise Tomei

**Marketing & Event Report** –

**Chamber Report** – Sam – CofC would like to see our letter, their position very close to our position; CofC (Laurel Brent-Baum) very involved in helping mitigate Highway 50 impact on downtown; California State Fair exhibit is considering Historic Main St. to represent county, did a unofficial show of hands and everyone at meeting in favor of this, PDA committees need to be involved

**Police Beat** – Mike Scott – traffic officer will be downtown on foot (motorcycle ordered), radar trailer will be downtown again, surveillance cameras are benefit to downtown

**City Report** – Gary Pigg – will be having open house shortly, no employees using garage, sewer treatment plant upgrade is going on because of mandate (bids came in way over budget), signs at old City Hall in process of being changed; City Council meeting to discuss Old City Hall will be at end of this month (2/24)

**Open Forum** –

# PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, March 2, 2006, 8AM at Tomei's  
www.placerville-downtown.org

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## Roll Call and Introductions

### Announcements

- Signups for distributing agendas
- Marketing/Advertising meeting on Tuesday, March 7 at River City Bank
- Health & Wellness Faire is on Saturday, March 4
- Shopping Committee meeting regarding Clip & Stroll
- Deadline for applications for Art on Parade (Art by the Barrel) is March 24

### Continuing Business

- Highway 50 project report
- Parking report – Dave Machado
- Update on City Hall

### New Business

- Sydney Mize resigning from Board—need replacement
- Art by the Barrel Wine Festival on June 3<sup>rd</sup> as kick-off for Art on Parade – Lisa
- TV ad campaign (like Truckee's) – Mike Tomei
- Historical book idea – Paul Figoni
- Women's Center event information – Martha Borders

### Executive Board Meeting Dates

3<sup>rd</sup> Wednesday of the Month, 8:30AM, March 15 (Centro)

### PDA General Meeting Dates

1<sup>st</sup> Thursday of the Month, 8AM; next meeting April 6 at Cary House

Grant Report – Jeff Thoma

Treasurer's Report – Denise Tomei

Marketing & Event Report – Lisa Crummett

Chamber Report – Sam Muscarello

Police Beat – Chief

City Report – Gary Pigg

Open Forum

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PDA Board of Directors 2006					
Nate Ross	621-4453	Les Russell	622-2979	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Jim Baehne	626-9207	Sydney Mize	626-6939
John Fahy	295-9073	Chris Branco	626-1810	Dennis Thomsen	622-6100
Kary Faria	642-0128	Paul Figoni	344-9090	Sam Muscarello	626-0700
Tom Williams	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei (T)	626-9766	Mary Meader (P)	622-4510		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – March 2, 2005

**Roll Call and Introductions** – A quorum was present.

**Announcements** – Passed around a sheet for signups for distributing agendas; Marketing/Advertising meeting is on Tuesday, March 7, 8 AM at River City Bank; Health & Wellness Faire is set for this Saturday, March 4; Shopping Committee meeting regarding Clip & Stroll is at Old Town Bakery on Thursday, March 9, 9 AM—need to decide on dates; Deadline for applications for Art on Parade is March 24;

**Continuing Business** – minutes from 2/2/06 meeting accepted; Highway 50 project report: still in holding pattern until state meets and authorizes additional funding because lowest bid came in over engineer's estimates, Carol Patton mentioned the Transportation Commission meeting later this day to talk about the fact that the state wants them to help fund the overage; Parking report – Dave Machado: sometime next week there will be a special parking meeting at Centro (Monday, 3/13, 6 PM), Parking Comm has met 4-5 times, met with the City staff and El Dorado County Transit staff to talk about parking issues such as losing the railroad right-of-way once construction on Highway 50 starts, we have jury parking & court employee parking downtown, the merchants shuffle their cars around during the day, some solutions that are being considered: another parking garage, better enforcement (example: did a show of hands for Saturday enforcement and the vote was yes), shuttle service for downtown, rent parking lot at St. Patrick's Church, yellow zone elimination, leased parking, Secretary read letter from PDA to Trans Comm regarding funding shuttle, motion made asking if everyone agrees with the wording of the letter to the Trans Comm, motion seconded & carried, next, Trans Comm meeting on 4/6, 2 PM to talk about this; City Hall (Gary Pigg) – City Council has not made decision as to what to do with old City Hall—they are trying to get costs and find out if interest in leasing the building

**New Business** – Sydney Mize has to resign from Board and need replacement—Tony Granados made motion nominating Carol Patton to replace Sydney Mize and seconded by Sam Muscarello, motion carried; Art by the Barrel: would like to have a Wine Festival on June 3<sup>rd</sup> as kick-off for Art on Parade—discussion and more info coming later; TV ad campaign (like Truckee's)—need to get to the Marketing Committee; Historical Book idea – Paul Figoni: postponed until next meeting when Lisa can attend (she has an example book); Paula Lee from ED Women's Center talked about the "Walk a Mile in Her Shoes" event on 4/29, 10 AM; Larry Caso presented info about flood protection: recently had some damage at his business at 550 Main St., Hangtown Creek full of debris, rain increasing in intensity & duration, possibility of flooding downtown is increasing and he requests PDA to petition City, County, Dept of Fish & Game, Caltrans & FEMA with our concerns & statements saying that they have a responsibility to help us mitigate this problem, Larry will write draft of letter for PDA to look at

**Executive Board Meeting Date** – 3<sup>rd</sup> Wednesday of the Month, 8:30AM, March 15 (Centro)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting April 6 at Cary House

**Grant Report** – Jeff Thoma – Have \$68,827 in grant fund; already have \$3K set aside for administrative costs, \$12K set aside for advertising, and \$20K set aside for permanent advertising (long-term) for 2006; read grant request submitted by Sam Muscarello to help fund EDC State Fair Exhibit by Chamber of Commerce, Chamber provides \$10K and needs additional funding for exhibit which this year might be about downtown Placerville, this request is for \$3K to be given from grant fund to EDC Chamber of Commerce for downtown Placerville exhibit; Tony made motion to allocate funds for this from the \$12K to fund the event on the condition that they highlight Main St., seconded by Tom Williams, and motion carried

**Treasurer's Report** – Denise Tomei – We are within budget

**Marketing & Event Report** – No report (Lisa not attending due to weather)

**Chamber Report** – Sam Muscarello: Chamber of Commerce sent letter to City of Placerville endorsing our position about Old City Hall; Chamber is seeking grant funding for public transportation also during Highway 50 project

**Police Beat** – window broken at Robinson's case has had suspect identified and case has been turned over to DA; there were 23 foot patrols downtown during month of February; motorcycle has been ordered and have one on loan from Folsom for traffic safety enforcement downtown; interest in medical marijuana dispensary downtown by City Council; need to have applications submitted by PDA for downtown events this year

**City Report** – Would like City Engineer to come to PDA meeting and talk about upper Main St. project; wastewater treatment plant bonding is proceeding; Founder's Day and Wagon Train combo has attracted many donations from community; Ron Mueller is retiring

**Open Forum** – Sara Young: Jazz in the Plaza is sponsoring a fundraiser at Tomei's on March 15, 4:30 PM – 6:30 PM for a the kids of a waitress at the Courtyard Café who recently passed away

Submitted by Bill Robinson

# PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, April 6, 2006, 8AM at Cary House

[www.placerville-downtown.org](http://www.placerville-downtown.org)

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## Roll Call and Introductions

### Announcements

- Signups for distributing agendas: need someone for July, August and November
- El Dorado County Transportation Committee meeting today, 4/6/06, 2 PM
- Great Race update
- Clip n Stroll – 4/28 & 4/29 – turn in form ASAP

### Continuing Business

- Highway 50 project report
- Parking report – Dave Machado
- City Engineer – upper Main Street information
- Historical book idea – Paul Figoni
- Petition to City, etal, regarding flooding – Larry Caso
- Update on Art on Parade

### New Business

- Marketing proposal for downtown in 2006
- Third Saturday event concerns

### Executive Board Meeting Dates

3<sup>rd</sup> Wednesday of the Month, 8:30AM, April 19 (Centro)

### PDA General Meeting Dates

1<sup>st</sup> Thursday of the Month, 8AM; next meeting May 4 at Cary House

Grant Report – Jeff Thoma

Treasurer's Report – Denise Tomei

Marketing & Event Report – Lisa Crummett

Chamber Report – Sam Muscarello

Police Beat – Chief

City Report – Gary Pigg

Open Forum

PDA Board of Directors 2006

Nate Ross	621-4453	Les Russell	622-2979	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Jim Baehne	626-9207	Carol Patton	626-3554
John Fahy	295-9073	Chris Branco	626-1810	Dennis Thomsen	622-6100
Kary Faria	642-0128	Paul Figoni	344-9090	Sam Muscarello	626-0700
Tom Williams	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei (T)	626-9766	Mary Meader (P)	622-4510		

# **PLACERVILLE DOWNTOWN ASSOCIATION**

## **Meeting Minutes – April 6, 2006**

**Roll Call and Introductions** – A quorum was present.

**Announcements** – Passed around signup sheet for distributing agendas (still need someone for November); EDC Transportation Comm meeting is today, 2 PM at Building C of Gov't Center on Fairlane Drive (Shuttle item on agenda); Great Race update: Placerville is now an overnight stop and will be much bigger event—would like to use top floor of parking garage for feeding Great Race folks, 400-500 people (meeting with City about that); Clip n Stroll is on 4/28 & 4/29

**Continuing Business** – Highway 50 report: Contract has been awarded and getting ready to start, meeting on 4/20, 6-8PM at Town Hall to go over plans with public, may be separate meeting on 4/24 for Placerville Drive, groundbreaking scheduled for May 10<sup>th</sup> at west end of Main St.; City Engineer talked about Upper Main St. project: received 2 bids and will award the bid to low bidder (\$1.8 Million) to do entire project from Bedford to Broadway (about 2 months duration); Parking report – Dave Machado: Parking Comm has 5 members from PDA and has met with ED Transit, City, ED Courts Administrator, had outreach meetings, did survey of parking downtown (spaces & employees) and with employees, all spaces are already gone, will be losing parking spaces due to Hwy 50 project, trying to see what we can do with jury parking, seeking grant money for shuttle from EDC Trans Commission, largest employers downtown are City, Court, DA, & Murray & Downs (DA & Court have some of their own parking, but not enough), City moving to Church parking lot; Parking Comm recommendations: keep parking on Main St. at 2 hours, leased parking on 3<sup>rd</sup> floor of garage, have 1<sup>st</sup> & 2<sup>nd</sup> floor of garage and street parking be 2 hours and improve enforcement program by putting pay boxes for parking after 2 hours (\$1/hour), revenue pays for private parking enforcement company—main goal is to free up the best parking for our customers, long-term solution might be to use part of revenue stream for new parking garage; Update on Art on Parade – Lisa: will have about 25 apps from artists, EDC Wine Assn has expressed interest in having a wine-tasting event downtown (July 15<sup>th</sup>), would be through PDA's budget, motion made by Carol Patton to adopt the discussed budget for the event (2<sup>nd</sup> by Les Russell), motion carried;

**New Business** – Marketing proposal for downtown – Lisa: Marketing/Advertising Committee has gone over proposed grant funds (\$12,000) to be used for advertising in 2006 (handout), Carol Patton made motion that PDA adopt PDA Grant Fund allocation for 2006, 2<sup>nd</sup> by Doug Braaten, motion carried; Third Saturday event concerns (designed by the galleries for the galleries), Joyce Amlick will set up meeting about it; Chris Branco moving to Michigan, so need new Board Member (nominated Ann Totherow to replace him—will be on agenda next month)

**Executive Board Meeting Date** – 3<sup>rd</sup> Wednesday of the Month, 8:30AM, April 19 (Tony Matthews)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting May 4 at Cary House

**Grant Report** – Jeff Thoma – Have \$68,796 left in grant fund

**Treasurer's Report** – Denise Tomei – Have \$42,768 in bank

**Marketing & Event Report** – (covered previously)

**Chamber Report** – No report

**Police Beat** – Chief Nielsen – On 4/22, 10 AM, there will be small celebration for the opening of the extension of the trail that goes from Clay St. to Mosquito Rd.; traffic officer is out on motorcycle & in car; have new officer starting on 4/10 and others starting soon; had 32 foot patrols last month downtown; 2005 crime stats: violent crimes down, car theft going up, 1 homicide last year, calls for service about 17,000 per year (9800 in 1998); likes idea of privatization of parking enforcement; question about security if leased parking on 3<sup>rd</sup> floor – lighting has been improved and cameras have been upgraded & foot patrols; cameras are not constantly monitored, but are real-time; no major incidents in parking garage; question about area behind stores (Quartz Alley) and kids/drugs, etc.; Walk in your Shoes is on Sunday, 4/29

**City Report** – Gary Pigg – Earth Day on 4/22 (accepting e-waste & trash at library from 9-2), grand-opening of trail, City Hall employees should not be using parking garage—if anyone sees city employees using the garage, notify Gary Pigg at City Hall

**Open Forum** – None



# PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, May 4, 2006, 8AM at Cary House

[www.placerville-downtown.org](http://www.placerville-downtown.org)

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## Roll Call and Introductions

### Highway 50 Project Report

#### Police Beat – Chief

#### City Report – Gary Pigg

## Announcements

- Highway 50 project ground-breaking, 5/10, 10 AM
- Sierra Business Council & California Preservation Foundation lunch forum, Wednesday, 5/31/06, at Cozmic Café
- Need agenda distribution person for November

## Continuing Business

- Highway 50 project report
- Update on Transportation Committee meeting results – Carol Patton

## New Business

- Nominations for new Board Member to replace Chris Branco – open to any PDA member
- El Dorado County Beautiful Backroads – Valerie Zetner

## Executive Board Meeting Dates

**3<sup>rd</sup> Wednesday of the Month, 8:30AM, May 17** (Tony Matthews)

## PDA General Meeting Dates

**1<sup>st</sup> Thursday of the Month, 8AM; next meeting June 1 at Cary House**

### Grant Report – Jeff Thoma

### Treasurer's Report – Denise Tomei

### Marketing & Event Report – Lisa Crummett

### Chamber Report – Sam Muscarello

### Parking Committee Report – Dave Machado

## Open Forum

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PDA Board of Directors 2006					
Nate Ross	621-4453	Les Russell	622-2979	Bill Robinson (S)	626-9177
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Tom Williams	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei (T)	626-9766	Mary Meader (P)	622-4510		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – May 4, 2006

**Roll Call and Introductions** – A quorum was present.

**Police Beat** – Chief Nielsen – June is busiest month with all the activities downtown (and early July) and with County Fair in mid-June; will have more presence downtown to hopefully eliminate problems; most recent case of a shooting does have the tone of being gang-related, so trying to set the tone to eliminate this kind of crime; gearing up for the construction projects; had about 30 foot-patrols downtown during the month of April; police staffing is currently at 19 with full, authorized staffing being 21 (which should be soon)

**City Report** – Gary Pigg – Earth Day event on 4/22 was very successful; construction is moving along; Waste Management has sold to Waste Connection and they are going through the re-franchise process with the City

**Highway 50 Report** – Randy Pesses – Equipment being moved in and Randy shared what CalTrans shared with everyone at the most recent meeting: will be working on the sewer line, two of the bridges, eastbound onramp from Placerville Drive to Highway 50 will be closed for 45 days (starting after the EDC Fair); will be taking down the Bedford St. pedestrian overcrossing this summer; will be doing Bedford St. bridge ½ at a time (inbound open, outbound closed); they have a very aggressive schedule; upper Main St. project also starting; workshop meeting scheduled for 5/10, 6pm-8pm at Town Hall about upper Main St. project; will be working on the project from 9am-4pm and will do night work when possible for about 75 working days

**New Business** (moved this item up in schedule) -- El Dorado County Beautiful Backroads – Valerie Zetner – EDC Agricultural Council: county is funding an agri-tourism project; have developed tour packages that focus on agriculture and they want to partner with various businesses in EDC; have picked September 16 & 17 as the weekend to try this out; will be tasteful, elegant packages; will be web-based sales; will have 4 theme areas (Country Fun, Great Escape, Adventures & Recreation, History & Culture) and packages that will fall into those theme areas; goal is to have one very successful event (144 packages to sell, priced in the \$400-\$500 range); will be presented at the Placerville City Council meeting; website is [www.explore-eldorado.com](http://www.explore-eldorado.com); Sue Russell at Chamber of Commerce will work with anyone who wants to be part of this; will be marketed in Northern California and Northern Nevada; next year will add more packages if this one is successful

**Announcements** – Highway 50 ground-breaking is on 5/10, 10 am on lower-Main St. near KFC; there will be a Sierra Business Council & California Preservation Foundation lunch forum on Wednesday, 5/31, 11:30-1:30 at the Cozmic Café (\$15 cost)—will be talking about cultural heritage & tourism; need one person to sign up for distribution of agendas/minutes in November (Linda Johnson signed up)

**Continuing Business** – Update on Transportation Committee meeting – Carol Patton – staff has recommended that the grant for the shuttle not be funded; there will be a transportation commission meeting on June 1 that we really need to support to try and get the grant for the shuttle funded

**New Business** – Nominations for new board member to replace Chris Branco: Carol Patton nominated Ann Totherow to be on the board, Doug Braaten seconded, motion carried

**Executive Board Meeting Date** – 3<sup>rd</sup> Wednesday of the Month, 8:30AM, June 21 (Tony Matthews)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting July 6 at Cary House

**Grant Report** – Jeff Thoma – spent about \$3,000 this year so far; \$20,000 set aside for some permanent-type advertising; Lisa passed around a sheet showing the schedule of television ad spots this year

**Treasurer's Report** – Denise Tomei – have \$65,792 in our general account

**Marketing & Event Report** – Lisa – For Clip 'n' Stroll, had 41 merchants participating and only about ¼ of the amount of coupons turned in as compared to last year; drew grand-prize winner (Jen Heath-200 PDA bucks); have more postcards & brochures (will be updating with Roll Out the Wine Barrels and Great Race events); Brewfest is coming up and will be coming around for people to sign up for hosting a brewery and collect \$50 (40 breweries); Founder's Day/Wagon Train event coming up on June 10 (need Beer Garden signups); Great Race: Lisa & Les went to City Council to try and get the top floor of the parking garage and some money to help with the tent, chairs, etc. (\$2600); Governor might come; Getting apps for Crafts Faire; Antique Faire apps going out; Roll Out the Barrel Wine event also coming on July 15 (500 tickets @ \$20 ea); Carol Patton mentioned that Davy Wisner wants to roll out his new stagecoach sometime in late July/early August

**Chamber Report** – No report

**Parking Committee Report** – Dave Machado – wants vote of approval from PDA for their recommendation: increase number of leased parking spaces to 200 (up to 5 spaces will be \$40/mo., 6 or more drops to \$30/mo, 4-hour parking passes for employees will be \$25/mo., 1<sup>st</sup> & 2<sup>nd</sup> floor of the garage will be getting electronic pay-boxes to purchase additional time (parking stays at 2 hours free city-wide) at \$1/hour; want to free up best and most convenient parking for customers; businesses will be able to buy validations for \$3 to give to customers who get tickets; private parking company that will manage it uses portable devices that remember license plates; there will be a first-time offense warning (for anyone); would probably be about 60 days before this could be implemented; Carol Patton made a motion to adopt the recommendations of the Parking Committee and submit a letter of support to the City Council, 2<sup>nd</sup> by Denise, and motion carried; question came up about including Saturday, Tony made motion to amend the original motion to include Saturday, 2<sup>nd</sup> by Carol Patton, motion carried

**Open Forum** – Mary Meader brought up a Senior Connection bus trip from Reno; GPS geo-caching is happening on Main St.; Maybe we can market to N. California & N. Nevada with the idea that Placerville is a relatively close destination in a time of high gas prices; Lisa: we put a proposal together to ask City to partner with us on some marketing for next year (would like to have PDA folks at meeting to support)

Submitted by Bill Robinson

# PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, June 1, 2006, 8AM at Cary House

[www.placerville-downtown.org](http://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

### Police Beat – Chief

### City Report – Gary Pigg

### Highway 50 Project Report

## Announcements

- Brewfest is June 24; committee asking for hosts (\$50); please sign up as soon as possible
- Wine barrels will be out on the street on June 3
- Founder's Day/Wagon Train will be on June 24
- El Dorado County Fair is June 15-June 18
- PDA will be going in front of open budget hearing at the City Council on 6/13, 7pm, at Town Hall with a request for support funding for 2006/2007—need show of support from as many PDA members as possible
- Please decorate your buildings with your patriotic bunting and swags on or before Founders' Day

## Continuing Business

- Support letter for parking to City Council
- Sierra Business Council report
- Transportation Commission report

## New Business

El Dorado County Visitor Authority marketing committee proposal for 2006/2007 – Lisa

## Executive Board Meeting Dates

**3<sup>rd</sup> Thursday of the Month, 8:30AM, June 22** (Tony Matthews)

## PDA General Meeting Dates

**1<sup>st</sup> Thursday of the Month, 8AM; next meeting July 6 at Cary House**

### Grant Report – Jeff Thoma

### Treasurer's Report – Denise Tomei

### Marketing & Event Report – Lisa Crummett

### Chamber Report – Sam Muscarello

### Parking Committee Report – Dave Machado

## Open Forum

**PDA Board of Directors 2006**

Nate Ross	621-4453	Les Russell	622-2979	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Jim Baehne	626-9207	Carol Patton	626-3554
John Fahy	295-9073	Ann Totherow	626-1444	Dennis Thomsen	622-6100
Kary Faria	642-0128	Paul Figoni	344-9090	Sam Muscarello	626-0700
Tom Williams	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei (T)	626-9766	Mary Meader (P)	622-4510		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – June 1, 2006

**Roll Call and Introductions** – A quorum was present.

**Police Beat** – Chief Nielsen – June is the busiest month of the year for police dept.; 34 foot patrols downtown in May; had broken window at Hidden Passage Books and have active leads; state ABC is aware of Hillside Bar problem and has it under 90 days notice and there was a letter distributed at the PDA meeting from the owner of the Hillside; question from PDA member re loitering and panhandling downtown—Chief said they are dealing with it

**City Report** – Gary Pigg – trash cans were steam-cleaned last week and city is looking for funding to do that on a monthly or bi-monthly time period; sidewalks will be steam-cleaned by June 10 (also looking for funding to do that on a regular basis); new Waste Connections people have agreed to empty the trash cans 6 days a week; city wants to encourage people to get into the spirit of the western theme for Founder's Day

**Highway 50 Report** – Randy Pesses – brought copies of road work schedules (also available on City of Placerville website) for Highway 50; work under way for upper Main St. project; working out the kinks in signage for detours; schedules are subject to change due to unforeseen circumstances; question about a smaller sign by Murray & Downs (will check on smaller signs); reminder for upper Main St. merchants that if you have marks on your sidewalk indicating some kind of work to be done, check with contractors to see what's going on

**Announcements** – Brewfest is June 24 and the committee is asking for hosts (\$50)—please sign up as soon as possible; wine barrels will be out on Main St. on Saturday, June 3 (wine event downtown is on July 15); Founder's Day/Wagon Train is June 10; El Dorado County Fair is June 15-June 18; PDA will be going in front of open budget hearing at the City Council on 6/13, 7 pm, at Town Hall with a request for support funding for 2006/2007—need show of support from as many PDA members as possible; Please decorate your buildings with your patriotic bunting and swags on or before Founder's Day; request to keep the trash around the area of the dumpsters in the garage IN the dumpster, not outside the enclosure or outside the dumpsters themselves

**Continuing Business** – Support letter for parking to the City Council is not done yet (parking ideas going before City Council at first City Council meeting in July); shuttle has been funded; Sierra Business Council report (Bill Robinson) – trying to help develop tourism up and down the Gold Country, this forum was one of about 7 or 8 going on in various areas of the Gold Country area, these organizations are acting as facilitators to help develop and increase tourism in the Gold Country; speakers at Placerville lunch forum on 5/31 talked about SBC goals & mission, marketing the region, and preserving the historical heritage; SBC website is [www.sbdcouncil.org](http://www.sbdcouncil.org); there is a workshop in Placerville at Gold Hill Winery on 6/7 & 6/8 entitled "Developing Tourism Opportunities: Celebrating Arts, Agriculture, and Nature in the Central Sierra Nevada"; Transportation Commission meeting this afternoon (shuttle approved)

**New Business** – El Dorado County Visitor Authority marketing committee proposal for 2006/2007 – Sue Russell – Sue talked about the cooperation between the various Gold Country areas, including pooling of monies to do larger promotions of the region; money were disbursed this year through the Visitor's Authority; budget for next year was just approved by county; anyone who has anything to do with tourism can be in ads (if they want to help pay for them) and they do not have to be a chamber member; Visitor's Authority website is major website for El Dorado County

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the Month, 8:30AM, June 22 (Tony Matthews)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting July 6 at Cary House

**Grant Report** – Jeff Thoma – From 1/1/06 thru 5/31/06, earned \$577 interest, spent \$4100 on budget items, balance \$64,849

**Treasurer's Report** – Denise Tomei – balance is \$31,130

**Marketing & Event Report** – Lisa – Brewfest flyers available, Apple Hill Cider Press available, new calendars are out (Lisa has them and merchants can pick up calendars at MAD Things); 3 events on Main St. before next PDA meeting; sign ups needed for Brewfest; winners of Clip and Stroll have been spending their winnings

**Chamber Report** – Sam Muscarello – Saw 1<sup>st</sup> Architect's rendering of historic Main St walkthrough exhibit at State Fair; chamber is looking for workers at State Fair (mid-Aug through Labor Day); ED County is starting a leadership program—contact Chamber for more info

**Parking Committee Report** – none

**Open Forum** – try to keep the front of the stores clean; participate, smile, etc.; 3<sup>rd</sup> Sat Artwalk comments: not enough businesses open; maybe we want to look at 3<sup>rd</sup> Sat event next year; Joyce Amlick to get together with other galleries to come up with ideas; Les Russell – Great Race comments – want to make the Great Race event participants feel important so we are selling sponsorships of the cars for \$20 each

Submitted by Bill Robinson

# PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, July 6, 2006, 8AM at Cary House

[www.placerville-downtown.org](http://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

### Police Beat – Chief

### City Report – Gary Pigg

### Highway 50 Project Report

## Announcements

- Great Race is on July 6
- Roll Out the Barrels & Wine Tasting Benefit is on Saturday, 7/15, 6-9 pm
- City Council funding for promotions for 2006/2007
- Call Chamber of Commerce to sign up for State Fair booth

## Continuing Business

Support letter for parking to City Council

## New Business

None

## Executive Board Meeting Dates

3<sup>rd</sup> Thursday of the Month, 8:30AM, July 20 (Tony Matthews)

## PDA General Meeting Dates

1<sup>st</sup> Thursday of the Month, 8AM; next meeting August 3 at Cary House

## Grant Report – Jeff Thoma

## Treasurer's Report – Denise Tomei

## Marketing & Event Report – Lisa Crummett

## Chamber Report

## Parking Committee Report

## Open Forum

PDA Board of Directors 2006

Nate Ross	621-4453	Les Russell	622-2979	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Jim Baehne	626-9207	Carol Patton	626-3554
John Fahy	295-9073	Ann Totherow	626-1444	Dennis Thomsen	622-6100
Kary Faria	642-0128	Paul Figoni	344-9090	Sam Muscarello	626-0700
Tom Williams	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei (T)	626-9766	Mary Meader (P)	622-4510		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – July 6, 2006

**Roll Call and Introductions** – A quorum was present.

**Guests** – Adam Anderson & Jacob Taylor from Boy Scout Troop 58: Came to talk about National Flag Day Fundraiser and see if anyone in PDA was interested in contributing to this fundraiser (this is 50<sup>th</sup> anniversary of putting up the flags); flags put up 6 holidays a year; put flag up and take it down on those days; they also have flag retiring ceremonies; call Adam Anderson at 676-1936

**Police Beat** – Chief Nielsen – June was very challenging month; police are taking very seriously the issues of downtown and have increased their downtown patrols (121 patrols in June); have identified suspect in initial wine barrel vandalisms (weekend of June 3<sup>rd</sup>), obtained charges and arrested the suspect (he is awaiting the court process); have leads in broken window incident at Hidden Passage Books; there was an arrest regarding the big fight on Main St. on June 11 and they are pursuing leads in that case; using strategies such as extra patrols, spending more time downtown in general (including Shield volunteers), looking at building permit and occupancy standards in some businesses, ABC has been very cooperative in working with police, and DA is working closely with police department on cases; Chief & police are trying to be very responsive and improve their effectiveness; Brewfest: had 4-7 officers downtown during the event; during month of June had 5 vacancies (illness, military & openings), so were down those 5 from the 21 total that Placerville has; Chief wants people to make reports to police when there are problems; for Brewfest, thought it was a good event; it was mentioned that there was some pouring before the event officially started and after it officially closed—the times should be adhered to; there was also some question about clearing the street before an event; also question about panhandling going on; will be getting some grant money for changeable message signs for Highway 50

**City Report** – Gary Pigg – City is taking issues downtown very seriously; trash cans being emptied 6 days a week; some people are dumping their trash near the dumpsters and Gary requested that when someone sees the trash there, call Gary to let him know so he can call Waste Management

**Highway 50 Report** – no report; but Carol talked with Randy Pesses yesterday and found out that the upper Main St. rehabilitation project is on track to be finished in August; Carol has been in contact with Caltrans about signs—if someone would like to help out with sign issue, contact Carol Patton (Matt was volunteered by Tony)

**Announcements** – Today is Great Race; Roll Out the Barrels Wine Tasting Benefit has been cancelled; it was mentioned that Wine Barrel banner on west end of Main St. should be done better; at recent City Council meeting, there was funding approved for downtown promotions for 2006/2007 (more info coming soon); if you want to sign up for the State Fair booth, call the Chamber of Commerce at 621-5885

**Continuing Business** – no support letter for parking to City Council; at next City Council meeting on 7/11, City Council will vote to start the new parking ordinance (info on City website), but will not go into effect until park and ride at Mosquito Road & 50 is complete; everyone will be entitled to 1 warning; need a 1-page sheet describing the parking ordinance; there will still be 2-hour free parking all over the city, then paid after that

**New Business** – Dan McGrew (an officer of the court) attended to talk about his role in managing the assets of the Hillside; dealing with ABC & police; mandated ABC training for all employees of bar; started an “86” list for people who cannot come into bars downtown;

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, July 20 (Tony Matthews)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting August 3 at Cary House

**Grant Report** – Jeff Thoma – spent \$4683 in first 6 months of 2006; have current balance of \$64,279; will be meeting next month to go over any grant requests

**Treasurer’s Report** – Denise Tomei – have \$54,674 in account; Raley’s has not paid PDA yet for sponsorship; will have summary of money spent and income from events soon

**Marketing & Event Report** – Lisa – Founder’s Day was a success; beer table made almost enough to cover PDA contribution; wants evaluations of Founder’s Day in as soon as possible; getting apps for Craft Faire on 8/13; need to get more apps for Antique Faire; question about why we don’t have a July 4<sup>th</sup> parade; question about Brewfest at East end of Main St. by Cedar Ravine (need to talk with Chief about that)

**Chamber Report** – no report

**Parking Committee Report** – none

**Open Forum** – Nancy with Mountain Democrat attended to talk about special tab publication to be published on 7/26 (deadline on 7/14); posters are available for the Wine Barrels (contact Bill Robinson at 530-306-3615)

Submitted by Bill Robinson

# PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, August 3, 2006, 8AM at Cary House

[www.placerville-downtown.org](http://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

### Police Beat – Chief

### City Report – Gary Pigg

### Highway 50 Project & Upper Main St. Report

## Announcements

- Craft Faire is on August 13; Antique Faire is on September 24
- Board members need to attend meetings—our bylaws state that board members “who miss two consecutive meetings of the Board, or five within a twelve-month period without good and sufficient reason may, at the discretion of the Board, be removed from office.”
- Nominations for 2007/2008 board members are coming up in October—be thinking of potential Board members
- There are currently two openings on the Board

## Continuing Business

- City Council funding for 2006/2007
- Caltrans signs
- Parking ordinance update; contact City Hall regarding leasing spaces

## New Business

- Results from Founder's Day Survey
- New event for next year – Linda Johnson

## Executive Board Meeting Dates

4<sup>th</sup> Thursday of the Month, 8:30AM, August 24 (Tony Matthews)

## PDA General Meeting Dates

1<sup>st</sup> Thursday of the Month, 8AM; next meeting September 7 at Cary House

### Grant Report – Jeff Thoma

### Treasurer's Report – Denise Tomei

### Marketing & Event Report – Lisa Crummett

### Chamber Report

### Parking Committee Report

## Open Forum

PDA Board of Directors 2006

Nate Ross	621-4453	Les Russell	622-2979	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Jim Baehne	626-9207	Carol Patton	626-3554
John Fahy	295-9073	Ann Totherow	626-1444	Dennis Thomsen	622-6100
Kary Faria	642-0128	Paul Figoni	344-9090	Sam Muscarello	626-0700
Tom Williams	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei (T)	626-9766	Mary Meader (P)	622-4510		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – August 3, 2006

**Roll Call and Introductions** – A quorum was present.

**Police Beat** – Chief Nielsen – July was busy month; had 1<sup>st</sup> homicide of the year (domestic violence); 4<sup>th</sup> of July at fairgrounds was OK; Great Race went off very well public-safety-wise; Tuesday evening was National Night Out event went great (also kick-off event)—had 29 venues in the community (biggest participation we’ve ever had); many patrols downtown (104 patrols in July downtown); introduced new traffic enforcement officer (motorcycle), Dan Mayfield; also have new Dodge Charger police car; if any traffic issues, contact Officer Mayfield

**City Report** – No report

**Highway 50 Report** – Randy Pesses – Contractor making progress on Upper Main St.; have encountered many issues with utilities under the street; think grinding will start in mid-August but may change due to utility conflicts (schedule has slipped due to utility conflicts; will be doing lots of work at night; Caltrans driving piles for bridge over PV Drive; digging the sewer line at Bedford; will also be starting some of the foundation work on the Bedford St. over crossing; the ONLY work being done on Main St. is on upper Main St. from Bedford to Broadway—NOT on Main St. west of Bedford.

**Announcements** – Bill is sending out agendas by email too—if you want to get agendas by email and are not currently, give Bill your email address; the agendas are also available on the PDA website ([www.placerville-downtown.org](http://www.placerville-downtown.org)); Craft Faire is on August 13; Antique Faire is on September 24; Board members need to attend meetings—our bylaws state that board members “who miss two consecutive meetings of the Board, or five within a twelve-month period without good and sufficient reason may, at the discretion of the Board, be removed from office;” nominations for 2007-2008 board members are coming up in October—be thinking of potential board members; there are currently two openings on the board

**Continuing Business** – City Council funding for 2006-2007: PDA proposal of \$25,000—PDA will get somewhere between \$18,800-\$23,800 that we can request, if we can put together a good marketing plan that we can present before the City Council for their approval; there will be an advertising committee meeting on Tuesday, 8/15, 8am at River City Bank; no report on Caltrans signs; parking ordinance: nothing will be happening until the upper Main St. project and parking lot at Mosquito Rd. is done; contact City Hall regarding leasing parking spaces

**New Business** – Results of Founder’s Day surveys: will probably do it again next year and committee could use more help

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the Month, 8:30AM, August 24 (Tony Matthews)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting September 7 at Cary House

**Grant Report** – Jeff Thoma – spent \$6500 this year so far; earned \$876 interest; current balance is \$63,280; have a grant request for \$8,000 purchase and deployment of a police K-9; grant committee recommends denying request because it does not fit in PDA mission; however, suggest donating \$1000 to get them started; Tony made motion that PDA donate \$1000 out of contingency fund for seed money toward this effort and challenge other organizations to contribute to this effort, seconded by Sam, motion carried

**Treasurer’s Report** – Denise Tomei – have \$47,180.38 in accounts

**Marketing & Event Report** – Lisa – State Fair booth about Historic Main St.: showed blueprints and went through how booth will be arranged; can call in to do shifts; when working shifts, can wear logo shirts, etc. (8/11-through Labor Day); Craft Faire on Sunday, 8/13, 8am-3pm; Antique Faire is 9/24 and apps are starting to come in but apps are light; Art & Wine Festival coming up on 3<sup>rd</sup> Sat in October with street closed and band at the Bell Tower; Joyce Amlick talked about her committee’s efforts to improve 3<sup>rd</sup> Saturday by turning it into an open house of as many merchants as possible; signing up businesses to be open and advertised in Walking Guide

**Chamber Report** – no report

**Parking Committee Report** – none

**Open Forum** – sheets at meeting for Veteran’s Memorial Fund; parking question: will have “Hang Tags” for businesses with many employees and discounts for multiple spots; free parking at Mosquito Park ‘n Ride with shuttles; question about use of old City Hall building (RFP needs to go out about leasing or selling); Jeff Thoma & his wife have purchased Golden Poppy Café and will open in November as Heyday Café and Wine Bar; question about putting flowers along Main St. like other towns; Community Pride takes care of flowers along Main St. & Dennis Look takes care of flowers at Bell Tower; if you want to do flowers, need to submit plan to put flowers in and take care of them; encourage merchants to keep the area in front of their shops clean; possibly contact 4H and/or Boy Scouts for flower project; Doug Braaten putting together project to put two-page spread in Foothill Style magazine (to be brought up at Advertising Committee meeting on 8/15); Secretary will mail out info about meetings; person from Cozmic Café offered their facility as alternate to Cary House

Submitted by Bill Robinson



# PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, September 7, 2006, 8AM at Cary House

[www.placerville-downtown.org](http://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

### Police Beat – Chief

### City Report – Gary Pigg

### Highway 50 Project & Upper Main St. Report

## Announcements

- Nominations for 2007/2008 board members are coming up in October—be thinking of potential Board members
- Art & Wine Festival coming 10/21; PDA members who want to host a winery make sure get \$50 to Lisa or Art & Wine Festival Committee members
- El Dorado County Artists Studio Tour 2006 will be held on weekend of September 29, 30 & October 1; tour maps are available at various locations in Placerville, Cameron Park, Folsom & El Dorado Hills
- Davey Wisner's new stagecoach will be premiered on 9/16 & 9/17 (tentative dates)
- For information about getting flyers attached to this agenda & minutes, contact Doug Braaten (295-1007)

## Continuing Business

- City Council funding proposal for 2006/2007
- 3<sup>rd</sup> Saturday effort update – Joyce Amlick

## New Business

- Nominations of new board members will be in October; if you want to be a board member, contact one of the current board members
- New event for next year – Linda Johnson
- Holiday Lights – Jim Doolittle (Motherlode Energy Watch)

## Executive Board Meeting Dates

3<sup>rd</sup> Thursday of the Month, 8:30AM, September 21 (Tony Matthews)

## PDA General Meeting Dates

1<sup>st</sup> Thursday of the Month, 8AM; next meeting October 5 at Cary House

Grant Report – Jeff Thoma: grant request for funds to reprint PDA brochure

Treasurer's Report – Denise Tomei

Marketing & Event Report – Lisa Crummett

Chamber Report

Parking Committee Report

## Open Forum

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PDA Board of Directors 2006					
Nate Ross	621-4453	Les Russell	622-2979	Bill Robinson (S)	626-9177
Doug Braaten	295-1007	Jim Baehne	626-9207	Carol Patton	626-3554
		Ann Totherow	626-1444		
Kary Faria	642-0128	Paul Figoni	344-9090	Sam Muscarello	626-0700
Tom Williams	622-4540	Tony Granados (VP)	626-9161		
Denise Tomei (T)	626-9766	Mary Meader (P)	622-4510		

# **PLACERVILLE DOWNTOWN ASSOCIATION**

## **Meeting Minutes – September 7, 2006**

**Roll Call and Introductions** – A quorum was present.

**Police Beat** – Craft Faire was uneventful

**City Report** – Gary Pigg – Sidewalks were steam-cleaned over the last month

**Highway 50 Report** – John Driscoll -- Paving for upper Main St. starting now and on-ramp to Hwy 50 from Placerville Dr. should be very close to done by next week; Rick Tippet: 1<sup>st</sup> layer of surface put down between Cedar Ravine & Bedford; after 1<sup>st</sup> layer is all done, will come back and put final rubberized asphalt layer on entire area of construction, then stripe it about a week later—hope to have it finished by end of month/early October; Caltrans has gone to 24/7 schedule to get ramp open sooner (by next week); section of PV drive connecting to Main St. will take through the rest of this year to the end of next summer (tentative)

**Announcements** – Fundraiser for Marshall Hospital on 9/23 downtown; Nominations for 2007/2008 board members are coming up in October; Art & Wine Festival coming 10/21 (PDA members who want to participate get \$50 to Lisa ASAP); Studio Tour 2006 coming up in EDC on 9/29, 30 & 10/1—map available at various locations downtown; Davey Wiser's new stagecoach will be downtown on 9/16 & 9/17, 12-4 (Norm will also be at Bell Tower to help raise some funds); for information about getting flyers attached to this agenda & minutes, contact Doug Braaten at 295-1007 (need to have flyer to MinuteMan Press by Tuesday before the week of the PDA meeting)

**Continuing Business** – City Council funding proposal for 2006/2007: Lisa – PDA wants to go before Placerville City Council to request funding help from City's budget for advertising in 2006/2007 year and handed out sheets showing PDA advertising committee's recommendations; Lisa went through handouts; Carol made motion to accept the recommendations of the advertising committee, Denise seconded, motion carried; Carol then moved to send the list back to the advertising committee for prioritization before presenting to City Council, Tony seconded, motion carried; Joyce Amlick talked about success of last 3<sup>rd</sup> Saturday and we will continue the effort (Walking Guide, balloons on businesses that are open)

**New Business** – Nominations of new board members will be in October; if you want to be a board member, contact one of the current board members (people who will be replaced/renominated are Ann Totherow, Paul Figoni, Tony Granados, Mary Meader, Bill Robinson, Kary Faria & Sam Muscarello; also, have one vacancy to fill); can be on board for two, two-year terms; Linda Johnson of Stamp It Rich talked about an art event she's planning on spearheading for next year, it will be called the Sierra Art affaire and will consist of art classes given in the community (& a trade show, maybe at Town Hall) with people attending from all over the country, dates will be 7/30/2007-8/2/2007, will need locations in downtown businesses to hold classes, Linda will invest in advertising and would like other businesses to maybe do some advertising too, shooting for about 50 classes and hoping about 175 people attend; Jim Doolittle from Motherlode Energy Watch made a presentation to PDA about a potential pilot joint project between the PDA and Motherlode Energy Watch Project to replace inefficient incandescent business rooftop lights with LED, tried it out over last few months on Cary House, amount of energy savings with LEDs would be great, goal is to do it at no cost to most businesses in downtown area, would like to do it in October before holiday season, want PDA to be primary sponsor, Exec Board & Board will have meeting with Jim Doolittle; Jazz Jubilee is on 10/1/06, 12-5 (already \$500 budgeted in PDA budget)

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the Month, 8:30AM, September 21 (Tony Matthews)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting October 5 at Cary House

**Grant Report** – Jeff Thoma – Have \$62,552 in grant fund, spent \$6399 so far this year and have gotten \$1038 interest Jan-Aug; have one request to reprint brochures (20,000 brochures for \$3170); Carol made motion to approve the grant request, Tony seconded and motion carried

**Treasurer's Report** – Denise Tomei – Have \$22,180 in CDs, \$12,363 in checking and \$10,260 in Art & Wine acct—total, \$44,803

**Marketing & Event Report** – Lisa – People who want to host winery at Art & Wine festival on 10/21 need to get \$50 to Lisa; Christmas committee should be meeting soon; Antique Faire coming up on 24<sup>th</sup>; having meeting next week with Chief Nielsen with businesses at the other end of Main St. about those businesses' participation in events

**Chamber Report** – Sam Muscarello – proposal to send Laurel at Chamber a thank you for participation in the State Fair and recognition of 2<sup>nd</sup> place winner (Linda Johnson will do it)

**Parking Committee Report** – none

**Open Forum** – Request by Linda Johnson to have downtown merchants look at their gas bill—think they are getting gouged; Roxanne spearheaded a group of people who presented and read their petition signed by many merchants on Main St. against the parking proposal, much discussion about this and meeting was adjourned with no action from PDA

Submitted by Bill Robinson

# PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, October 5, 2006, 8AM at Cary House

[www.placerville-downtown.org](http://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

### Police Beat – Chief

### City Report – Gary Pigg

### Highway 50 Project & Upper Main St. Report

## Announcements

- If you want attachments to the agenda/minutes handout, call Doug Braaten at 295-1007 for details
- Transportation Workshop about the Sacramento Region Metropolitan Transportation Plan for 2030 on November 16, 6-9 pm; find out more info and register for workshop at [www.sacog.org/mtp/2030](http://www.sacog.org/mtp/2030)
- Art & Wine Festival is on 10/21
- Halloween is on Tuesday, 10/31—Trick or Treat on Main Street.
- November PDA meeting is at Cozmic Café
- Nominations and elections of officers for PDA in November

## Continuing Business

- City Council funding proposal
- 3<sup>rd</sup> Saturday update
- Holiday Lights update – call for a vote
- Stagecoach update

## New Business

- Nominations of new board members: Current board members who need to be renominated or replaced are Ann Totherow, Mary Meader, Bill Robinson, Kary Faria, and Sam Muscarello; also, there are three openings (replacements for Paul Figoni, Tony Granados & 1 vacancy) that need to be filled; there is also one opening in the group of board members whose terms are not expiring that needs to be filled (vacancy is in group whose terms expire in 2007)
- USPS presentation (Paulette Mahoney)
- Request for a Debit card
- Discussion about drafting a letter to ABC about Hillside Bar

## Executive Board Meeting Dates

3<sup>rd</sup> Thursday of the Month, 8:30AM, October 19 (Tony Matthews)

## PDA General Meeting Dates

1<sup>st</sup> Thursday of the Month, 8AM; next meeting November 2 at COZMIC CAFE

### Grant Report – Jeff Thoma

### Treasurer's Report – Denise Tomei

### Marketing & Event Report – Lisa Crummett

### Chamber Report

### Parking Update

### Open Forum

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PDA Board of Directors 2006					
Nate Ross (06/07)	621-4453	Les Russell (06/07)	622-2979	<b>Bill Robinson (S) (05/06)</b>	626-9177
Doug Braaten (06-07)	295-1007	Jim Baehne (06/07)	626-9207	Carol Patton (06/07)	626-3554
<b>Vacancy to be filled</b>		<b>Ann Totherow (05/06)</b>	626-1444	<b>Vacancy to be filled</b>	
<b>Kary Faria (05/06)</b>	642-0128	<b>Paul Figoni (05/06)</b>	344-9090	<b>Sam Muscarello (05/06)</b>	626-0700
Tom Williams (06/07)	622-4540	<b>Tony Granados (VP) (05/06)</b>	626-9161		
Denise Tomei (T) (06/07)	626-9766	<b>Mary Meader (P) (05/06)</b>	622-4510		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – October 5, 2006

**Roll Call and Introductions** – A quorum was present.

**Police Beat** – Chief Nielsen – Thanks for donation towards K-9 program, introduced Officer Cannon and new K-9 Wiley; ready for Art & Wine Festival on 10/21; people driving fast on new upper Main St.; efforts focused downtown more than any other area—had 50 foot patrols during month of September

**City Report** – Gary Pigg – crosswalks are being redone; trash cans will be cleaned after Halloween; update on Parking: implementation end of October; have 212 leased spaces within the district with waiting list for spaces for about 8 businesses (713 parking spaces in district and 600 + employees in downtown area); primary focus on parking issue was on providing best parking for customers; plan is evolving and was created with city & PDA Parking Committee; will be aggressively monitoring the leased parking spaces as parking plan is implemented and may very well change parking regs as time goes by; parking plan will be adjusted as needed

**Highway 50 Report** – Randy Pesses – Upper Main St. almost done and looks good—contractor winding down; interim parking area on Mosquito Rd. (near EID & Hwy 50) has been graded and material from grinding of upper Main St. was used for surface of parking lot—this lot is just about finished; Highway 50: drilling & foundation work at Bedford and eastbound onramp from PV Drive to Hwy 50 open; bridge over Hangtown Creek (connecting PV Drive to Main St. will be worked on this winter); handicapped ramps at crosswalks near Cedar Ravine will not happen until the Clay St./Cedar Ravine work (roundabout) in 1-2 years; for sewers along Hwy 50—not sure what's going on regarding delay; for roundabout: just got authorization to proceed with design & environmental study & now will select consultants (probably summer of 2008); repaving of lower Main St.: complex issues due to underground sewers & utilities; need to sealing of street.

**Announcements** – Transportation Workshop about the Sacramento Region Metropolitan Transportation Plan for 2030 on November 16, 6-9 pm; find out more info and register for workshop at [www.sacog.org/mtp/2030](http://www.sacog.org/mtp/2030); Art & Wine Festival is set for 10/21; Halloween is on Tuesday, 10/31 (need to plan on about 2500 kids being downtown); November PDA meeting will be at Cozmic Café; Nominations and elections of officers for PDA in November. Regarding attachments to the agenda/minutes handout: Mary Dakers brought up that attachments to agenda are not good and detracts from the agenda; Carol Patton made motion to only have PDA business distributed with the agenda, seconded by Tony Granados, motion carried.

**Continuing Business** – Marketing & Advertising Committee met to prioritize items for City Council meeting & will go to City Council meeting on 10/10 to see how much of \$20K they are willing to allocate to PDA; Joyce talked about having color walking guides this month and we are trying to find entertainment; Stagecoach update: new stagecoach is out and running and have had two fundraising days a couple weeks ago that were very successful and helped to pay off Ron Scofield for the building of the new stagecoach (plus about \$140 to go towards maintenance of the old stagecoach); Holiday Lights update: Jeff Thoma & Jim Doolittle – effort to get highly efficient LEDs on all the buildings from Murray & Downs to Cozmic Café and El Dorado Savings to Ivy House lot; annual projected cost of energy to light all the lights is \$240/year; hope to be done by mid-November; Carol Patton made motion to allocate \$16K-\$18K total cost from grant fund with promise of \$12K coming back (cost to PDA would be \$4K-\$6K (no more than \$6K), with potential reimbursements from merchants, banks, city), second by Doug Braaten, motion carried

**New Business** – Nominations for Board Members for 2007: Carol Patton nominated the existing Board Members who want to stay on (Ann Totherow, Mary Meader, Bill Robinson, Kary Faria & Sam Muscarello); Carol Patton nominated Linda Johnson of Stamp It Rich, Bill Robinson nominated Dave Morrill of Courtyard Café, Mary Meader nominated Jeff Thoma of Heyday Café, Kary Faria nominated Chris Cole of Cozmic Café; Carol Patton moved nominations be closed (2<sup>nd</sup> by Tony Granados) and nominations were voted on by voice vote with all board members present voting yes to closing the nominations (motion carried); Paulette Mahoney (USPS Postmaster in Placerville) gave presentation re Post Office: suggested looking on USPS.com for lots of new info, next week will be able to go to PO for passports, latest time on outside boxes at PO is now 5 pm; projected cost is \$18K with about \$12K in rebates from MotherLode Energy Watch; PDA won't authorize the project to occur until sure of rebate; Lisa made request for debit/credit card for her to use instead of spending her own money; Sam recommended getting a credit card in name of PDA with low credit limit (not debit card); Carol Patton made motion that we get a credit card for Lisa with \$500 limit, Kary Faria seconded, motion carried; discussion about drafting letter to ABC about Hillside Bar: Tony Granados went over history of this problem, Mike Schulman (owner of Hillside Bar: cell phone 916-803-3501) talked about the issues, Linda Johnson spoke about negative issues regarding Hillside and damage that it has done to her business, Bill Robinson read two versions of the letter (one from PDA and one from concerned merchants); Kary Faria made a motion that we not send letter from PDA, but do send letter from concerned merchants, seconded by Les Russell, motion carried. Bill will get letter ready and get to Linda Johnson & Doug Braaten for signatures.

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the Month, 8:30AM, October 26 (Tony Matthews)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting November 2 at Cozmic Café

**Grant Report** – Jeff Thoma: Have \$61K in account; earned \$1198 interest this year; spent \$7741 this year so far

**Treasurer's Report** – Lisa Crummett (for Denise Tomei) – Have \$40,696 in bank

**Marketing & Event Report** – Lisa – Art & Wine festival on 10/21, 35 wineries this year, band at Bell Tower; had first meeting re Holidays, Festival of Lights gearing up; City Council meeting Tuesday night, 10/10/06; Lisa has lots of marketing materials

**Chamber Report** – Sam Muscarello – no report

**Parking Update** – Dave Machado: parking regs starting 11/1; meeting with courts next week to talk with them about shuttles & parking lots; haven't figured out all of shuttle issues yet; when available, strip from Town Hall parking lot to Clay street will be paved & striped and will add to parking; might be land near lower Main St. for more parking; no free parking during holidays

**Open Forum** – Linda Johnson talked about people downtown needing to get involved downtown and say what they really think; no name-calling in public meetings; Roxanne proposed that she, Jim, David Cameron and Charles ? from Old Town Bakery—she can just talk to committee members but may not be appropriate to have 4 more people on committee; Roxanne needs to talk to John Driscoll about this

Submitted by Bill Robinson

# PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, November 2, 2006, 8AM at Cozmic Cafe

[www.placerville-downtown.org](http://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

### Police Beat – Chief

### City Report – Gary Pigg

### Highway 50 Project & Upper Main St. Report

## Announcements

- Transportation Workshop about the Sacramento Region Metropolitan Transportation Plan for 2030 on November 16, 6-9 pm; find out more info and register for workshop at [www.sacog.org/mtp/2030](http://www.sacog.org/mtp/2030)
- December PDA meeting is at Cary House
- Festival of Lights and merchant's open house after Thanksgiving
- Heyday Café opening in November

## Continuing Business

- City Council funding proposal
- 3<sup>rd</sup> Saturday update
- Holiday Lights update
- Downtown issues update
- Results of election

## New Business

- Election of 2007 Board Officers
- Discussion of 2007 events in December

## Executive Board Meeting Dates

3<sup>rd</sup> Thursday of the Month, 8:30AM, November 16 (Tony Matthews)

## PDA General Meeting Dates

1<sup>st</sup> Thursday of the Month, 8AM; next meeting December 7 at Cary House

## Grant Report – Jeff Thoma

## Treasurer's Report – Denise Tomei

## Marketing & Event Report – Lisa Crummett

## Chamber Report

## Parking Update

## Open Forum

PDA Board of Directors 2006

Nate Ross (06/07)	621-4453	Les Russell (06/07)	622-2979	<b>Bill Robinson (S) (05/06)</b>	626-9177
Doug Braaten (06-07)	295-1007	Jim Baehne (06/07)	626-9207	Carol Patton (06/07)	626-3554
<b>Vacancy to be filled</b>		<b>Ann Totherow (05/06)</b>	626-1444	<b>Vacancy to be filled</b>	
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Tom Williams (06/07)	622-4540	<b>Tony Granados (VP) (05/06)</b>	626-9161		
Denise Tomei (T) (06/07)	626-9766	<b>Mary Meader (P) (05/06)</b>	622-4510		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – November 2, 2006

**Roll Call and Introductions** – A quorum was present.

**Police Beat** – Chief Nielsen – On Friday night, 10/27, had 10 ABC agents and 10 PV Police downtown to do checks of all bars on Main St. (made one arrest at Hillside); working with ABC since May; spend all uncommitted time downtown (101 footbeats downtown in October) and have made arrests downtown; this is a community issue too with PVPD taking lead roll; letters mean something to ABC—write letters to ABC as individuals; asked that individual property owners urge property owners who are not doing enough to do something; promptly report things to PVPD; if you hear people wanting to know what the PVPD are/are not doing, ask them to contact Chief directly or his command staff; all events in October went well, but did have a lot of activity after hours of the Art & Wine Festival (with a lot of arrests); there are two cameras on Main St. and 16 cameras in the garage; recordings are Internet based wireless systems monitored in comm. center (not monitored all the time—check throughout shift); night-time resolution not as good as it could be (expensive); can review stored information (back to 6 months); non-emergency number is 642-5280 (also 642-5298)

**City Report** – Gary Pigg – had open house last week at City Hall and dedication of Aquatic Center; yesterday hosted Sierra Economic Development District Board meeting with BOS & City Council members from Truckee, Sierra County, Placer County, El Dorado County and before/after meeting toured downtown and were very impressed with downtown and how vibrant it was on a weekday; trash cans will be cleaned shortly; street lights that are burned out: let Gary Pigg know; parking regs will not start until 1/2/07 and will not relax parking rules during holidays; parking lot behind old City Hall is now used by court—that will change once decision is made on old City Hall; Mosquito Lot: will hopefully be available during holidays for employees if they want to use it and will be operational and free from January through at least March once new parking regs go into effect

**Highway 50 Report** – John Driscoll -- working on sewer line; moved up timeline for pedestrian over crossing at Bedford

**Announcements** – Transportation Workshop about the Sacramento Region Metropolitan Transportation Plan for 2030 is on 11/16, 6-9 pm—find out more info and register for workshop at [www.sacog.org/mtp/2030](http://www.sacog.org/mtp/2030); December PDA meeting is at Cary House; Festival of Lights and merchant's open house is Friday and Saturday after Thanksgiving (until 8 pm); businesses should plan to stay open until 8 pm on Friday and Saturday nights in December and possibly the last week before Christmas each evening; Heyday Café opening soon; Victim Alert: checks being passed downtown and around by Frank and Sandra Durante (due to stolen checkbook)—check IDs and write license numbers down on checks (also need license and expiration & address on checks); Larry Caso: talked about getting Hangtown Creek cleaned up for flood control (06/07 will be El Nino years—more precipitation; showed graphs) and wants to have City get the Creek cleaned up (not cleaned out since 1982); anytime you are open late and don't feel safe walking to your car call PVPD for an escort; Wednesday night before Thanksgiving can be a very problematic downtown with students returning to Placerville coming downtown to go to bars after 9 pm—good reason to light your doorways

**Continuing Business** – City Council funding proposal: Lisa – got \$15K of requested \$20K; 3<sup>rd</sup> Saturday update: Joyce Amlick - going well, have entertainment lined up for next time & color brochures; Holiday Lights update: Motherlode Energy Watch has received approval for \$12K in rebates, so installation of LEDs will start on Monday, 11/6 (want to get it done for Festival of Lights on 11/24), only doing rooftops and if any businesses want 2<sup>nd</sup> level of LEDs, need to contact EcoSigns and arrange to pay for it themselves; Downtown Issues Update: Tony – had meeting on 10/24 at Cozmic Café with good attendance (40 people), several committees formed to deal with issues, next meeting is 11/8 at Cary House at 6:30 pm, quick solution put forth was to add lighting downtown to doorways; Results of election: Bill – received 17 ballots back and everyone nominated was accepted: Ann Totherow, Mary Meader, Bill Robinson, Kary Faria, Sam Muscarello, Linda Johnson, Dave Morrill, Jeff Thoma and Chris Cole

**New Business** – Election of 2007 Board Officers: Carol Patton nominated Linda Johnson for President, 2<sup>nd</sup> by Denise Tomei; Les Russell nominated Carol Patton for Vice President, 2<sup>nd</sup> by Tony Granados; Carol Patton nominated Bill Robinson for Secretary, 2<sup>nd</sup> by Kary Faria; Doug Braaten nominated Denise Tomei for Treasurer, 2<sup>nd</sup> by Tony Granados; all nominations closed & all approved by vote of existing Board members; discussion of 2007 events at meeting in December

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, November 16 (Tony Matthews)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting December 7 at Cary House

**Grant Report** – Jeff Thoma: spent \$12,236 this year and are within budget; earned \$1,359 interest; net outgo this year of \$10876; current balance of \$58,079; talked about potential to create a grant for flower pots with flowers downtown

**Treasurer's Report** – Denise – have \$22,200 in CDs, about \$33,000 in checking acct, about \$1200 in Art & Wine acct for total of \$56,726

**Marketing & Event Report** – Lisa – Founder's Day committee for next year has already been meeting and looking for more volunteers (6/9/07); next event is 3<sup>rd</sup> Saturday (11/18) then Festival of Lights on 11/24 (street closure 4-8 pm) with entertainment, stagecoach rides and extended hours; tree will be lit at courthouse but no trees along Highway 50 this year (and we hope all LED lights come on downtown too); shuttle will be running that night too (Holly Jolly Trolley) with a loop every 30 minutes—no library route this year; Halloween was successful

**Chamber Report** – Sam Muscarello – no report

**Parking Update** – no report

**Open Forum** – Sara Young thanked everyone for support of Jazz in the Plaza success; Nate Ross announced Kiddlywinks toy store attached to Kinkade gallery, grand opening on 12/2 and pictures with Santa from 10-1; suggestion to get to know the market on Main St.—send people to other businesses on Main St.; Tomei's will be opening for Monday Night Football and also has Jazz on Sunday nights; Sweetie Pies is starting to cater parties for businesses; can take picture of your business and send to Sharon Baldwin at the PDA website for posting on that site; Larry Caso will do a resolution regarding the potential flood problem for PDA to send off to City Council; suggestion for city to require any establishment that serves food and/or drink to have nice cigarette butt receptacle outside their entrance; can get no smoking signs from Environmental Health, but only enforceable for government buildings

Submitted by Bill Robinson

# PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, December 7, 2006, 8AM at Cary House

[www.placerville-downtown.org](http://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

### Police Beat – Chief

### City Report – Gary Pigg

### Highway 50 Project & Upper Main St. Report

## Announcements

- Transportation workshop results
- Holly Jolly Trolley: 12/2-12/24, stops: Mt. Democrat, Mosquito Road, Placerville Post Office
- SHIELD will be in garage on 12/23 when the stagecoach is going (12 pm – 4 pm)
- Thank-you letter from Hangtown Jazz Jubilee

## Continuing Business

- Larry Caso's resolution
- Holiday lights

## New Business

- 2007 events discussion
- 2007 committee signups

## Executive Board Meeting Dates

2<sup>nd</sup> Thursday of the Month, 8:30AM, December 14 (Tony Matthews)

## PDA General Meeting Dates

1<sup>st</sup> Thursday of the Month, 8AM; next meeting January 4 at Cary House

### Grant Report – Jeff Thoma

### Treasurer's Report – Denise Tomei

### Marketing & Event Report – Lisa Crummett

### Chamber Report

### Parking Update

### Open Forum

PDA Board of Directors 2006

Nate Ross (06/07)	621-4453	Les Russell (06/07)	622-2979	<b>Bill Robinson (S) (05/06)</b>	626-9177
Doug Braaten (06-07)	295-1007	Jim Baehne (06/07)	626-9207	Carol Patton (06/07)	626-3554
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Tom Williams (06/07)	622-4540	<b>Tony Granados (VP) (05/06)</b>	626-9161		
Denise Tomei (T) (06/07)	626-9766	<b>Mary Meader (P) (05/06)</b>	622-4510		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – December 7, 2006

**Roll Call and Introductions** – A quorum was present.

**Police Beat** – Chief Nielsen – Had a few problems on the night before Thanksgiving—several arrests; Festival of Lights very successful & lots of people (no arrests); Chief mentioned that during Christmas parade, Markham School had lots of paper confetti that was a major problem to clean up (PVPD dealing with school on that) and one child fell off of a float; had 77 extra patrols downtown in November & have extra overtime details set for December; ABC issue downtown is moving along

**City Report** – Gary Pigg – Parking: new parking plan moving forward (parking machines are in the garage), new parking plan goes into effect on 1/2/07; have modified/relaxed plan during holidays with one-time free pass if parking violation 1<sup>st</sup> time; City will put out handout about parking regs; request to City to take out ad or have article put in Mt. Demo explaining the parking information; letter about leased parking going out this week (there is waiting list); question re bike racks/scooter parking (will need to get bike racks); Randy Pesses – talked about flooding concerns in downtown Placerville: got resolution submitted to City from PDA and said that to clean out vegetation in Hangtown Creek is not legally possible now; City's approach is that when old sewer line is taken out of Hangtown Creek that maybe some minor cleanup would be done then as part of that effort (next summer); flood insurance study done in 1983 (has map) shows downtown as flood zone that requires flood insurance; work on upper Main St. improved drainage to the creek from the street; one way City is trying to deal with it is using detention base to ease water flow upstream (one near Cedar Ravine now); also want to try to get money from Prop 84 to analyze and potentially alleviate the problem with detention bases; Larry Caso spoke about potential ways that City could help this process along and also spoke about issues with flood insurance; asked that city really try to help business people with this potential flood problem; suggestion to form a committee to address this issue to the city—Flood Control Committee formed with Larry Caso as chair

**Highway 50 Report** – Randy Pesses – driving piles for bridge work and other work is continuing

**Announcements** – Carol gave short report on Transportation Workshop and will follow up with more info in January; Holly Jolly Trolley will be running from 12/2 through 12/24; SHIELD will be in garage when stagecoach is running (12/23, 12-4 pm); had thank you letter from Hangtown Jazz Jubilee.

**Continuing Business** – Holiday lights update: working hard trying to get lights up—should have west end of Main St. up by Christmas

**New Business** – 2007 Events discussion: Lisa handed out “2007 Proposed PDA Events” list; Carol Patton made a motion to accept the Traditional/Ongoing PDA Sponsored Events as listed in Lisa's handout for 2007 (Brewfest, Craft Faire, Antique Faire, Art & Wine Festival, Festival of Lights, Merchants' Open House) and Tony Granados seconded, motion carried; Lisa talked through the Co-sponsored events and the potential new events; Sam talked about putting together training program for merchants and their staffs re basic customer service & sales during months of Jan, Feb, Mar—several PDA members suggested other potential classes for businesses and maybe doing some kind of cross-merchandising, dedicate Jan, Feb, Mar to business classes (Sam may bring this before shopping committee); Les spoke about potential car show on 5/20 (9-3) which is already being promoted and that it could be really successful; Carol Patton made a motion to accept the Co-Sponsored Events and/or Non-PDA Events (3<sup>rd</sup> Saturday Artwalk, Shop Hop (formerly Clip & Stroll), Founder's Day & Wagon Train, Jazz or Blues in the Plaza, Sizzling Summer Shopping Event, Hangtown Jazz Jubilee, Trick or Treat on Main St., 30<sup>th</sup> Annual Christmas Parade, and Art on Parade (if possible)), Les Russell seconded, motion carried; Carol Patton moved to accept the two new events: Hangtown Car Show (5/20/07) and the Sierra Art Affaire (8/2,3,4,5/2007), Kary Faria seconded the motion, motion carried;

**Executive Board Meeting Date** – 2nd Thursday of the Month, 8:30AM, December 14 (Tony Matthews)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting January 4 at Cary House

**Grant Report** – Jeff Thoma: spent \$13,097, balance \$57,539; one request to send Bill Robinson to Grant-Writing workshop, Carol Patton made motion to approve request, Tony Granados seconded, motion carried

**Treasurer's Report** – Denise – total amount available \$74,485

**Marketing & Event Report** – Lisa – stagecoach rides on weekends from 12-4 pm; will need to put together budgets soon after new year for 2007 events; new brochures are available; suggestion to make file available and easily changeable on the website

**Chamber Report** – Sam Muscarello – no report

**Parking Update** – Carol: encourage people to ride the shuttle; Dave: read some info that was in Mountain Democrat in previous years regarding parking on Main St.

**Open Forum** – PDA needs to have a float in Christmas Parade next year; Les Russell offered to let PDA use his fire truck for parade; proposal to have secondary names for PDA website; thanks to Lisa Crummett for all she has done for PDA this year

Submitted by Bill Robinson