

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, January 4, 2007, 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

Police Beat – Chief

City Report – Gary Pigg

Highway 50 Project & Upper Main St. Report

Announcements

- Thanks to outgoing PDA Board Members and Executive Officers
- Transportation Workshop update: Carol Patton

Continuing Business

- Holiday lights update
- Update on possible classes – Sam Muscarello
- Historic Main Street sign
- Update on Hillside

New Business

- Proposal to have secondary names for the PDA website – Doug Braaten
- Discussion of 2007 event budget
- Incentive program for new ideas
- Annual night meeting for PDA on February 8th

Executive Board Meeting Dates

3rd Thursday of the Month, 8:30AM, January 18 (Stamp It Rich)

PDA General Meeting Dates

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

Grant Report – Jeff Thoma

Treasurer's Report – Denise Tomei

Marketing & Event Report – Lisa Crummett

Chamber Report

Parking Update

Flood Control Update

Open Forum

PDA Board of Directors 2007			
(06-07) Doug Braaten	295-1007	(07-08) Ann Totherow	626-1444
(06-07) Chris Cole	642-8481	(07-08) Linda Johnson (P)	344-0452
(06-07) Carol Patton (VP)	626-3554	(07-08) Dave Morrill	642-1074
(06-07) Nate Ross	621-4453	(07-08) Mary Meader	622-4510
(06-07) Les Russell	622-2979	(07-08) Bill Robinson (S)	626-9177
(06-07) Denise Tomei (T)	626-9766	(07-08) Kary Faria	642-0128
(06-07) Jim Baehne	626-9207	(07-08) Jeff Thoma	626-1810
(06-07) Tom Williams	622-4540	(07-08) Sam Muscarello	626-0700

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – January 4, 2007

Roll Call & Introductions – A quorum was present.

Police Beat – Chief Nielsen – Focusing efforts downtown is priority; 30 extra patrols downtown in December plus extra overtime patrols; SHIELD active in December & out recently helping give info re new parking regs; broken window at Tomei's & arrest made; another broken window at PV News (no leads—contact Police if any info); during MLK day (1/15), there will be a walk
City Report – John Driscoll – Gary Pigg meeting with someone about getting bike racks downtown; *Parking*: John & Gary working on parking over last couple of weeks & especially this week & learning what needs to be done differently (signage, etc.); if someone parked in your permit spot, park in any public spot, put permit on mirror then call city; permit spaces still available; some jurors parking at Mosquito Rd.; seems to be more customer parking, even with jurors; most people OK with parking, some grumbling; working through issues; generating money off of leases & parking machines (citations excluded from money generation consideration) & that money pays for machines, enforcement & parking-related matters (not for City Hall payroll, etc.); concern expressed about 50% permit parking behind Murray & Downs building; spots behind old City Hall will be available on weekends; company from Washington was used (but hired local people) because they are the only ones who can do processing & enforcement of citations in California; question re number of citations previously (about 250) as compared to what is expected with new regs (estimate about the same); one issue is trying to get machines to recognize two hours free (had to set the machine's time ahead 2 hours until programming is fixed); reiterated that shuttle is free from Mosquito station to downtown; parking enforcement people will watch what's going on downtown the same as previous PD officer did & can call PD with any problems (can write citations, but cannot arrest); will have volunteers for next couple of weeks at pay boxes; we need to help educate customers; main goal of parking regs is to preserve best parking for customers; there will be merchant validation in the future;

Highway 50 Report – Randy Pesses – installing new sewer line, working on bridge structure, but in wintertime mode; walked section of Hangtown Creek with Fish & Game person re clearing the creek area with regard to habitat—have filled out permit request to get some work done in the creek area; Highway 50 project did not make as much progress as they had hoped (behind on their aggressive schedule, but not known by how much); pulling out/clearing of Hangtown Creek will have no effect on subsurface water on south side of Main St.

Announcements – Mary Meader (outgoing President) introduced & turned meeting over to Linda Johnson (new President of PDA Board) & Carol Patton (new VP); thanks expressed to previous Board members; transportation workshop update: workshop update on channel 3 on 1/31, 6:30 pm; if any changes to any of the Board members email/phone, send Secretary an email/call

Continuing Business – Holiday lights update: may be done next week (or very soon); all lights will have photocell timers; Historic Main St. sign: Carol is working on trying to get same/another sign put up on Highway 50 & trying to get meeting going before end of January to talk about signage; update on Hillside (Chief) nothing new, no new owner, Mike keeping bar, no other update

New Business – Proposal to have secondary names for the PDA website (Doug): wants to get another website (e.g. placervilledowntown.com) that will point to existing PDA website—Marketing Committee will look at name; 2007 Event Budget (Lisa): Lisa would like Board to vote on an amount of money to be used (about \$4K) until budget is established, Mary Meader made motion to set aside \$4,000 in administration funds to pay bills until budget is established, at which time money paid out will be reallocated to accounts, 2nd by Ann Thetherow, motion passed; Incentive program for new ideas will be on next month's agenda (Linda Johnson): idea is to collect ideas & solutions for downtown issues/problems & hand out awards for ideas & solutions; will have annual night general meeting on 2/8, 6:30 pm at Cozmic Café (1/2 hr meeting, rest socialize)

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, January 18 (Stamp It Rich)

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

Grant Report – Jeff Thoma: grant info: from 1/06-12/06 spent \$20K, budget was \$35K, have \$48.5K in acct now; will start soon on allocation of funds for 2007; Murray & Downs update—own land, construction begins in spring, plans are with City now, current building will be available (about 8000 sq ft); Heyday Café update: hope to open in 2 weeks, have prelim menus

Treasurer's Report – Denise – have \$68,502.90 in bank accounts

Marketing & Event Report – Lisa – will be having event committee meetings over next couple of weeks; article in Sac magazine; Apple Hill Cider Press: can get partial page ads this year; showed pictures of busses with PDA ads on them

Chamber Report – Sue Russell (Promotions): have 25 members on new visitor's authority, co-op ads this year with Sunset & Via, working on 6th annual visitor's guide (min fee of \$25 to be listed)

Parking Update – covered above

Open Forum – Question about Bagatelle & what's happening with it (may not be restaurant, may go back to other type of store); point was made that there needs to be a way for prospective tenants wanting to rent empty buildings to reach prospective landlords having empty buildings (maybe put something on website), Dave will pursue this; point was made that city not friendly to certain venues downtown—PDA needs to help city encourage business downtown (Carol & Mike on committee); question: is there a system in place to monitor what moves into downtown Placerville (e.g. historical preservation standards)?; get landlords together to talk about this? Sue Russell is checking out other areas to find out how they are doing this.

Submitted by Bill Robinson

Please Read

As the new President of the Placerville Downtown Association (PDA), I would like to invite you to take part in the happenings and events in our little town. That is precisely why I decided to serve as President and be on the board—so I would have a voice and could be part of the decisions that are being made that affect us all. If we are not involved, we have no say and decisions are made that we are forced to live with.

Please come to the meetings, get involved or at the very least, *become informed!* If you don't want issues to be decided for you by a small group of people, then please participate. We all have a voice and a right to be heard. ***We can make a difference and there is strength in numbers!***

Linda Johnson
President, PDA

Special PDA Meeting

In addition to our regular PDA Board meeting on Thursday, February 1, 8 am at the Cary House, there will be a special nighttime meeting the following week. The main purpose of the meeting will be to socialize and get to know the other merchants on Main Street.

Here are the details of the nighttime meeting:

Special Nighttime PDA Meeting

Date & time: Thursday, February 8, 2007, 6:30 pm

Where: Cozmic Cafe, upstairs

Agenda:

Introductions

PDA Events

- **Continuing Events**
- **New Events**

Incentive Program for New Ideas

Socialize

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – February 8, 2007

Introductions

Schedule of 2007 Events

Postcard listing all events will be available at next PDA meeting on 3/1/07

PDA Events - Continuing Events

- Saturday, June 9, 2pm-10pm – **Wagon Train & Founder's Day Street Faire**
- Saturday, June 30, 6pm-9pm – **Bell Tower Brewfest**
- July—October, Saturdays (TBA), 2pm-5pm – **Jazz or Blues in the Plaza**
- Sunday, August 12, 8am-3pm – **11th Annual Craft Faire**
- Sunday, September 30, 8am-3pm – **19th Antique Street Faire**
- Sunday, October 7, 10am-6pm – **Hangtown Jazz Jubilee**
- Saturday, October 20, 6pm-9pm – **Art & Wine Festival**
- Wednesday, October 31, 4pm-6pm – **Trick or Treat on Main Street**
- Friday, November 23, 5pm-8pm – **Festival of Lights**
- Friday & Saturday, November 23 & 24, Extended Hours – **Merchants' Open House**
- Third Saturday every month, 6pm-9pm – **Third Saturday Art Walk**
- Saturday A.M., May-October – **Farmer's Market**

PDA Events - New Events

- Sunday, May 20, 9am-3pm – **Hangtown Classic Car Show**
- Saturday, July 21, 6pm-10pm – **Hot Summer Night Street Dance**
- Thursday-Sunday, 8/2-8/5, 10am-5pm – **Sierra Art Affaire**

Incentive Program for New Ideas –

Linda Johnson presented her plan to provide incentives for new ideas and improvements. What we would do is choose 1 idea/improvement each calendar quarter and work with the city to implement it. The idea/improvement chosen would result in some prize such as possibly a dinner or gift certificate. Comments from some of the attendees at the meeting:

- Need to have a follow-up program
- Bring ideas/improvements AND solutions
- Select easy one first and build on success
- Need guidelines & committee first (baby steps)
- One idea: map of Main St./directory of Main St.

Miscellaneous

Parking

Talked about how it is going, Saturday enforcement and mentioned idea that we could say “Placerville is so special and unique that we “have” a parking problem!”

Socialize

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, March 1, 2007, 8AM at Cary House

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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 & Parking Update

Continuing Business

- Update on possible classes – Sam Muscarello
- Highway 50 signs – Carol Patton
- Name for proposed plaza near K-Mart
- Downtown business office space

New Business

- Replacement for Tom Williams on PDA Board
- Discussion about winery ordinance waiver
- Placerville “Flower Power Groupies”
- Potential street dance event in July
-

Announcements

- Downtown merchant news
- Jazz in the Plaza
- Human Rights Roundtable
- Flower project fundraiser on 3/7 at Tomei’s
- Parking rebates
- Spring Fling (formerly Clip & Stroll)

Grant Report – Jeff Thoma

Treasurer’s Report – Denise Tomei

Marketing & Event Report – Lisa Crummett

Chamber Report

Flood Control Update

Open Forum

Executive Board Meeting Dates

3rd Thursday of the Month, 8:30AM, March 15 (Stamp It Rich)

PDA General Meeting Dates

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

PDA Board of Directors 2007			
(06-07) Doug Braaten	295-1007	(07-08) Ann Thorerow	626-1444
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(06-07) Denise Tomei (T)	626-9766	(07-08) Sara Young	622-4900
(06-07) Jim Baehne	626-9207	(07-08) Jeff Thoma	626-1810
(06-07) Vacancy		(07-08) Sam Muscarello	626-0700

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – March 1, 2007

Roll Call & Introductions – A quorum was present.

Police Beat – Robinson's broken into but suspects in custody; foot patrols downtown continuing; citizen's academy coming up on March 21 (at Cary House, 11 weeks, 6pm-9pm); comment about kids around steps of garage; fire in Robinson's caused by cigarette that was put in vent in front of store—vents of stores on Main St. will be inspected

City Report – Gary Pigg – We need to work as a group on the parking issue

Highway 50 Project & Parking Update – John Driscoll – Questions distributed to merchants from parking committee & can see John Driscoll's report about parking on City's website, bulk of permit spaces remain empty on Saturday (open for Saturday parking?), in monitoring of parking lots every day have found that about 30 permit spaces used every day in each of the lots, parking garage almost always has spaces available on 2nd floor, other lots more crowded, will keep monitoring; should we go to unassigned spaces in parking garage & other lots & other ideas like should there be Saturday enforcement? (Check Redwood City website for like parking info); contractors/owners can get encroachment permit from City; will have nighttime meeting on Thursday, 3/15, 6:30 pm, at Cozmic Café to talk about parking; Randy Pesses – Hangtown Creek: working with EDC water agency to put together grant request for some funds to reduce or possibly eliminate flood risk, complete the Hangtown Creek watershed master plan, relocate the sewer line out of the creek, redo the sewer pump stations downtown, and get ongoing funding for the restoration of the Creek and its tributaries; have gotten permit from Fish & Game to work on Hangtown Creek (maintenance, brush-clearing, etc.); requested that PDA support the grant application for Hangtown Creek: Carol Patton made motion to support the grant application, Mary Meader seconded, motion carried unanimously (if time allows, PDA will write a letter)

Continuing Business – Update on possible classes – Sam Muscarello (will update at next PDA meeting); Highway 50 signs – Carol Patton (will update at next PDA meeting); Name for proposed plaza near K-Mart – Carol Patton: new plaza's proposed name is Placerville Marketplace, motion made by Sara Young to send letters to developer & Jack Sweeney requesting change of the name to omit the name Placerville from the name of the plaza, seconded by Chris Cole, motion carried; Downtown business office space – Carol Patton: issue is about restricting ground floors on Main St. to retail businesses, businesses already there (not retail) would be grandfathered in; property owners need to meet, lots of discussion; PDA decided to shelve issue for a year

New Business – Replacement for Tom Williams on PDA Board: Carol Patton made motion that Larry Caso replaces Tom Williams on PDA Board, motion seconded and carried; Placerville "Flower Power Groupies": Mike Tomei – committee meeting about getting flowers on Main St. (contact Mike Tomei for copy of report), will do 4 test pots & 4 baskets this summer (ground & pole) which will cost about \$2000, big fundraiser March 7th at Tomei's and another one at Cozmic Café in April (and beyond); might potentially be able to get money from revitalization money, need raffle prizes; Potential street dance in July – Lisa Crummett: shelved until later for more info; Discussion about winery ordinance waiver – Lisa Crummett: had request from chamber about winery ordinance for us to submit letter of support of wineries, Lisa submitted letter supported by Linda from PDA (and it was a much more complex issue) without entire Board approval, Linda read proposed letter, Chris Cole made a motion to send the letter, Denise Tomei seconded it, motion carried and letter will be sent.

Announcements – Spring Fling (formerly Clip and Stroll) – Lisa Crummett: will put on calendar; Jazz in the Plaza – Lisa Crummett: will be doing it and will be on calendar; Human Rights Roundtable – Matt: showed decal for windows (get at Tony Matthews); Parking rebates – Linda Johnson (for Doug Braaten): Doug is offering parking rebate to his customers (\$1 parking rebate with purchase of \$10)—contact Doug Braaten if interested; Downtown Merchant News: AnnieBerries opens in new location today, Sara Young will be coming around for sponsorships for Jazz in the Plaza; Candy store will be available

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, February 15 (Stamp It Rich)

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

Grant Report – Jeff Thoma: No report; Grant Committee will meet this month

Treasurer's Report – Denise Tomei: have \$64,176 in accounts

Marketing & Event Report – Art on Parade may be a go this year with canvas, painted banners—need volunteers for committee members

Chamber Report – No report

Flood Control Update – (see Randy Pesses comments above)

Open Forum – None

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION

Special Parking Meeting Minutes – March 15, 2007

Agenda

Sue Rees, facilitator, went over the agenda for the meeting.

Introductions

Everyone attending introduced themselves.

Meeting Goal

Provide input to the Parking Committee to make recommendations to the City Council regarding parking using the questionnaire.

Mission Statements

PDA

The PDA 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.

Parking Committee

Manage the existing parking facilities more efficiently for customer, employee and juror parking. The strategy includes:

- Freeing-up the prime parking for customers
- Allowing for long-term customer parking
- Allowing for long-term employee parking
- Provide for juror parking
- Provide a revenue stream for maintenance of facilities

Parking Questionnaire

Saturday Enforcement

1. Should we continue to enforce overtime parking on Saturdays?
Vote of attendees was NO; we must encourage fellow merchants & employees to NOT park in prime parking spots that are there for customers; Saturdays, Sundays and Holidays would be excepted from overtime parking
2. Should all of the permit (leased) parking spaces be open for public parking on Saturday?
Not applicable due to vote on previous question

Permit (Leased) Parking

1. Should permit spaces be unassigned (at a reduced rate, e.g. \$30/month)?
Vote was to have permit spaces unassigned, but no rate change was voted on—it was voted to table this to a later time; for smaller lots, will look at going back to the way it was prior to parking regulations going into effect
2. Should the permit parking be changed to unassigned spaces at \$2/day?
No rate change was voted on; it was voted to table this to a later time

Other Issues:

1. Should users of the parking lots/garage be required to obtain a ticket when first parking (ticket would include 2 hours free parking)?
Vote of attendees was no
2. Should pay stations be installed on Main Street to allow parking on Main Street beyond the 2 free hours?
Vote of attendees was no

Open Forum

N/A

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, April 5, 2007, 8AM at Cary House

www.placerville-downtown.org

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Roll Call and Introductions

Police Beat – Chief

City Report – Gary Pigg

Highway 50 Project & Parking Update

Continuing Business

- Update on possible classes – Sam Muscarello
- Highway 50 signs – Carol Patton: discussion and vote on “Historic Downtown Placerville” OR “To Historic Main Street signs”
- Update on Flower Power effort
- Update on car show
- Discussion & vote on parking questionnaire

Announcements

- Downtown merchant news
- Fountain-Talman presentation – Marilyn Ferguson
- Pics to Sharon Baldwin
- Banners on Parade update
- Spring Fling update
- Fundraiser dance on 4/13, 8 pm at Cozmic Café for Flower Power (band is “Late for Dinner”)
- Calendar of Events postcards
- Nominated for Governor’s Flex Your Power Award

New Business

- KCRA A*List information – Bill Robinson
- Presentation by Carol Anne Ogdin about City Hall publication
- Whitewater Media Day on June 2; donations needed for baskets from Historic Main St.
- Food vendors for the car show

Grant Report – Jeff Thoma: Discussion & vote on 2007 grant spending

Treasurer’s Report – Denise Tomei

Marketing & Event Report – Lisa Crummett

Chamber Report

Flood Control Update

Open Forum

Executive Board Meeting Dates

3rd Thursday of the Month, 8:30AM, April 19 (Stamp It Rich)

PDA General Meeting Dates

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

PDA Board of Directors 2007			
(06-07) Doug Braaten	295-1007	(07-08) Ann Totherow	626-1444
(06-07) Chris Cole	642-8481	(07-08) Linda Johnson (P)	344-0452
(06-07) Carol Patton (VP)	626-3554	(07-08) Dave Morrill	642-1074
(06-07) Nate Ross	621-4453	(07-08) Mary Meader	622-4510
(06-07) Les Russell	622-2979	(07-08) Bill Robinson (S)	626-9177
(06-07) Denise Tomei (T)	626-9766	(07-08) Sara Young	622-4900
(06-07) Jim Baehne	626-9207	(07-08) Jeff Thoma	626-1810
(06-07) Larry Caso	626-8651	(07-08) Sam Muscarello	626-0700

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – April 5, 2007

Roll Call & Introductions – A quorum was present.

Police Beat – 55 extra patrols downtown for the month of March; SHIELD volunteers (10-12) are helping with parking issues and other matters downtown; there was a fight downtown and one disturbance related to the Hillside; June is big month for events; 2 new officers in training; Citizen's Academy going on now

City Report – Gary Pigg – Founder's Day coming up on June 9th—would like to see downtown merchants get into the spirit of the event; Thompson's Auto Group, Union Bank and PG&E have each donated \$1000 towards the event, as of 4/16, 3 parking items are changing: first, leased parking will be open for public use on Saturday in all lots (people with permits can park in any leased parking spot in the city on Saturday with their permit; if all leased spots full, can park anywhere except on Main St.), second, Ivy House and Mooney lots are going to be undesignated all the time (people with permits can park anywhere in those lots); third, 9 leased spaces in the Milton lot will be relocated to other leased spots in other lots (folks from Diamond Parking attended meeting)

Highway 50 Project & Parking Update – Randy Pesses: work going slowly (sewer line & retaining wall), main engineer leaving CalTrans;

Continuing Business – Update on possible classes (no report); Highway 50 signs – Carol Patton: question: should potential sign say Historic Downtown Placerville or Historic Main St. (did show of hands and vote was split)—this will be an ongoing discussion (may be able to get downtown Placerville designated as a Historic District, which could also affect signage); update on Flower Power project – Nate Ross: working on getting pilot program going this year, was fundraiser at Tomei's and will be fundraiser at Cozmic Café on 4/13 (Flower Power Benefit Dance), need about \$2000 (have about \$600 in bank now); update on car show – Les Russell: have about 50 cars signed up so far, will have about 20 awards and plaques will have names of businesses (cost: \$40, make check out to PDA) at the bottom, then businesses will get to pick the car they want to get the award, PDA is co-sponsoring with Lion's Club, car show is 5/20, 9-3, will only be cars this year; discussion about parking, Mary Meader made a motion that the PDA Board table any action about parking for 3 months, 2nd by Doug Braaten, motion approved

Announcements – Anna Banana on Main St., Tomei's is remodeling, Olive Oil (Winter Hill) tasting will be going in next to Heyday Café soon, Murray & Downs has project for their new office building out for bid (their current leased space would be available in about 18 months—contact Jeff Thoma), Candy Strike is putting in nut roaster and will serve soft-serve ice cream; Fountain Tallman Museum presentation by Marilyn Ferguson: will be open Wed-Sun, 10-4 through the summer & invited merchants to come for a tour (owned by Historical Society and staffed by volunteers); pictures to Sharon Baldwin – Bill Robinson: if you have any pics of your business, send them to Sharon (PDA webmaster) at sbaldwin5175@sbcglobal.net; Banners on Parade update – Lisa Crummett: artists submission date has been extended (have about 23 so far), banners will be sold at Art & Wine Festival in October (silent auction); Spring Fling update – Lisa Crummett: couldn't get total number of people (needed 37, got 33) to participate that we needed, but Mt. Democrat gave us a discount to make up for it and that enabled us to do the event (disappointing this year, need to re-evaluate this event for next year); Calendar of Events postcards and posters are in and available (see Lisa); Third Saturday event is now just called "Third Saturday" to involve more businesses in getting people downtown; nominated by PG&E & Mother Lode Energy Watch for Governor's Flex Your Power Award (can go to fypower.org for info)

New Business – Presentation by Carol Anne Ogdin about proposed City Hall publication: she has submitted proposal to have city publish a bi-weekly newsletter in collaboration with other city folks on a regular basis to better inform Placerville citizens of things going on around the city (e.g. construction, detours, upcoming events, current events, etc.), would be published electronically and on paper, there will be a meeting on 4/11 and Nate Ross volunteered to attend on behalf of PDA; KCRA A*List – Bill Robinson: talked about KCRA A*List promotion effort (polls close 4/13), businesses that are on the list can be voted on by the public (Sacramento-area wide); Whitewater Media Day – Sue Russell: donations needed for gift basket for this event (event is on June 2) from Historic Main St.; Food vendors for car show – Les Russell: want spaces on street for cars, only food vendor on the street will be Lion's Club

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, April 19 (Stamp It Rich)

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

Grant Report – Jeff Thoma: have \$41,986; passed out Grant Fund sheet showing actual amounts for 2006 & 2006 & potential amounts for 2007 expenditures and went over the info and amounts (total of \$12,020); motion made by Bill Robinson to approve grant categories, 2nd by Doug Braaten, approved; have \$15K set aside for permanent advertising (billboards, banners, etc.) plus \$18K unassigned

Treasurer's Report – Lisa Crummett (on behalf of Denise Tomei, who was absent): have \$43,162 in accounts

Marketing & Event Report – Lisa Crummett: in May, will be asking for Beer Garden volunteers for Founder's Day on June 9th; Brewfest is June 30th and Committee will be coming around for locations

Chamber Report – Sue Russell: Chamber is launching first-ever study mission to a town in British Columbia (July 14-17) to see how they have brought their agricultural area into tourism (not paid by Chamber, can go if willing to pay about \$1400 for trip); latest visitor's guide out soon;

Flood Control Update – Larry Caso: buildup of debris in creek needs to be addresses, Larry has brought this up to City (Randy)

Open Forum – Human Rights stickers are available

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION

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Roll Call and Introductions

Police Beat – Chief

Highway 50 Project

City Report – Gary Pigg

Continuing Business

- Update on possible classes – Sam Muscarello
- Update on Flower Power effort
- Update on car show

Announcements

- Downtown merchant news
- Banners on Parade update – Lisa Crummett: looking for donations for judges (contact Lisa)
- Credit Card info re MPI
- Flex Your Power update

New Business

- Merchant hosts needed for June 30th Brewfest (1st come, 1st served; \$50 to PDA in Lisa's box at Annieberries or Tomei's ASAP)
- Volunteers needed to work Beer Garden at Founder's Day 6/9 (contact Lisa)
- Christmas Trees

Grant Report – Jeff Thoma

Treasurer's Report – Denise Tomei

Marketing & Event Report – Lisa Crummett

Chamber Report

Open Forum

Executive Board Meeting Dates

3rd Thursday of the Month, 8:30AM, May 17 (Stamp It Rich)

PDA General Meeting Dates

1st Thursday of the Month, 8AM; next meeting June 7 at Cary House

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(06-07) Larry Caso	626-8651	(07-08) Sam Muscarello	626-0700

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – May 3, 2007

Roll Call & Introductions – A quorum was present.

Police Beat – Gearing up for summer and events; citizen's academy continues; had several incidents downtown related to Hillside Saloon; Hillside license revocation hearing is June 11 & 12 in Placerville in Bldg C at Fairlane courthouse; armed robbery yesterday on Broadway

Highway 50 Project – Two visitors from CalTrans (Shelly Chernicki & Clark Perry) to discuss Bedford Ave. bridge; Clark Perry gave overview of Highway 50 project (started June 2006, targeted to be complete in June 2009); would like to close Bedford Ave. bridge for 5 months (April thru September) to enable all work to be done on that bridge at once instead of working on one lane at a time over two seasons: traffic would be allowed to come into town via one lane of the bridge but not to go out during this time; Spring St. & Canal St. would still have the staged construction, which will probably be done this year and would still allow in and out access to downtown; question raised about special events and not having Bedford Ave. for people to turn around when Main St. closed; no schedule yet for proposed Bedford Ave. bridge construction if they do it in one season (the proposal); question about work to be done this fall too—Clark Perry said he would have to get back to us with schedule for this fall and preliminary schedule for Bedford Ave. Bridge construction; also question to Clark about pedestrian overpass, when it would be complete, and, the construction of the sewer line; general consensus by attendees was that we need more info about schedule before we could give a go/no go vote on CalTrans proposal

City Report – Gary Pigg – would like to have all merchants participate in Founder's Day; had community cleanup day last week with lots of stuff cleaned up; parking will be on 5/22/07 City Council meeting agenda

Continuing Business – No update from Sam on possible classes—he will send out an email about it; Flower Power project update – Mike Tomei & Carol Patton: hope to have 2 baskets up by the time of the car show (May 20), have \$1000 in bank—need \$2000; car show update – Les Russell: have about 150 cars signed up so far, response has been great

Announcements – Downtown merchant news: (Doug Braaten) for Founder's Day, there will be 3 contests: attire, animals, people's choice; (Carol Patton) talked with owner of building at Center St. & Main about painting something on his windows for Founder's Day and tried to generate interest at the meeting—no one volunteered to chair; Tomei's at 384 opened last week; Banners on Parade update (Lisa Crummett): artists are picking up the canvas now, will paint them in May and will be put up on light poles by Founder's Day, banners will be judged by two artist-judges on June 1; Linda Johnson spoke about the MPI credit card issue: the owner of the company was arrested and court-appointed person put in charge of company, the company has been ripping small businesses off for some time—be aware! Flex Your Power update – Lisa Crummett: PDA won a Flex Your Power award in the Energy Efficiency category, can see all winners at flexyourpower.org, Lisa going to awards ceremony on Saturday May 5, hope to get some promotion out of this; Carol Patton made motion to pay Lisa's expenses to go to SF to receive the award on behalf of PDA from Flex Your Power, Mary Meader seconded, motion passed unanimously; question from Larry Caso about possibility of getting grant from PG&E to enable downtown businesses to get more energy-efficient means for powering businesses; Carol Patton brought up that she and Lisa are going to invite (i.e., write letter) the Governor to turn on our Christmas Tree lights (members present thought this a good idea; there was a suggestion to invite the Mountain Democrat to our PDA meetings

New Business – Lisa needs money from merchants for Brewfest on June 30th; Lisa needs volunteers to work the Beer Garden at Founder's Day (volunteers will get Brewfest ticket); accepting applications for Craft Faire, applications for Antique Faire will go out during month of May; Christmas Trees – Carol Patton: no report, but Clark Perry will check on possibility of having Christmas Trees along Highway 50 during holiday season (thought probably no); suggestion to decorate Center Street garage with lights

Grant Report – Jeff Thoma: balance is \$42,022

Treasurer's Report – Denise Tomei: \$38,750

Marketing & Event Report – (see above)

Chamber Report – no report

Open Forum – May 17, 2007 is the official "Bike to Work" day, Carol requested that anyone having a bike—ride it to work; Newsletter update – Nate Ross: had meeting and it is in planning stage, not sure how to distribute, but moving along; bullet items only—no fluff; question about old City Hall: Gary Pigg said they have had one response to their RFP (which is closed) for the building, may go back to Blue Ribbon committee in next couple of weeks and may broaden RFP guidelines; there was a discussion about the town using the building to get people off of Highway 50

Executive Board Meeting Date – 4th Thursday of the Month, 8:30AM, May 24 (Stamp It Rich)

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

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, June 7, 2007, 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

Police Beat – Chief

Highway 50 Project

City Report – Gary Pigg

Continuing Business

- Update about City Hall building
- Update on Flower Power effort
- Car Show report
- Christmas trees
- Brewfest & Founder's Day

Announcements

- Downtown merchant news
- Painting of windows on Center St. & Main St.
- Need volunteers to distribute agendas in July & August
- Banners on Parade update – Lisa Crummett
- Sierra Art Affaire goodie bag
- Flex Your Power award update
- Mary Dedrick will be judge of cheese at State Fair

New Business

- Volunteers needed to work Beer Garden at Founder's Day 6/9 (contact Lisa)

Grant Report – Jeff Thoma

Treasurer's Report – Denise Tomei

Marketing & Event Report – Lisa Crummett

Chamber Report

Open Forum

Executive Board Meeting Dates

3rd Thursday of the Month, 8:30AM, June 20 (Stamp It Rich)

PDA General Meeting Dates

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

PDA Board of Directors 2007			
(06-07) Doug Braaten	295-1007	(07-08) Ann Thorerow	626-1444
(06-07) Chris Cole	642-8481	(07-08) Linda Johnson (P)	344-0452
(06-07) Carol Patton (VP)	626-3554	(07-08) Dave Morrill	642-1074
(06-07) Nate Ross	621-4453	(07-08) Mary Meader	622-4510
(06-07) Les Russell	622-2979	(07-08) Bill Robinson (S)	626-9177
(06-07) Denise Tomei (T)	626-9766	(07-08) Sara Young	622-4900
(06-07) Jim Baehne	626-9207	(07-08) Jeff Thoma	626-1810
(06-07) Larry Caso	626-8651	(07-08) Sam Muscarello	626-0700

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – June 7, 2007

Roll Call & Introductions – A quorum was present.

Police Beat – Had 115 patrols downtown during month of May; will watch banners closely (Banners on Parade); car show went well; gearing up for Wagon Train & Founder's Day, County Fair, Brewfest, & July 4th; thanked Cary House for Citizen's Academy hosting (graduated about 20 people); had broken window at Tomei's May 3/4 & have suspect; hearing re Hillside on 6/11 & 12 at Bldg A of county offices; participated in support operation of incident in Shingle Springs where EDC Sheriff's officers were shot

Highway 50 Project – Randy Pesses – Contractor working on median area of Hwy 50 & bridges; will not be working this Saturday (Founder's Day); City turned in grant application for watershed analysis on June 1 and hope to be approved (max amt \$400K)—grant money would be used for analysis of Hangtown Creek watershed; another round of grants would be necessary for implementation of anything gotten from the analysis; got permit from Fish & Game to clean up Hangtown Creek after August;

City Report – Gary Pigg – sidewalks will be cleaned by Founder's Day; dumpster areas in garage getting sloppy again—need to keep that area cleaner; Gary encouraged people to dress up for Founder's Day; no parking restrictions on Saturday (for Founder's Day); street closes at noon, event starts at 2 pm

Continuing Business – Update about City Hall building: Blue Ribbon committee will be meeting on 6/25; flower power: brackets are made, have 2 baskets planted, will be putting 2 trial baskets near Round Table; Car Show report: Les Russell – show was great, had over 200 cars (hoping for 180), want to do it next year and maybe a smaller one in the fall; Christmas Trees: Sam Muscarello – no Christmas trees on Hwy 50 at Christmas this year due to construction; Brewfest & Founder's Day: Lisa Crummett – encouraging people to dress up for the festivities, will be a dunk tank (red suits), beer garden will be running; Brewfest on June 30th, tickets on sale now (Paypal on website), about 40 breweries, band at parking lot at Tortilla Flats (some breweries there too), ticket distribution will be at Town Hall and River City Bank, have Brewfest posters & flyers, tickets at Winesmith & River City Bank & Tony Matthews

Announcements – Merchant news: Murray & Downs new building will be starting construction very soon, Fausel House will be moved, then 20,000 sq ft building will be built; Mayor & John Driscoll have declared that on Saturdays when there is Jazz in the Plaza, there will be no parking restrictions in the PO parking lot and the Milton lot; windows on Center St. & Main St. building have been painted; need volunteers to distribute agendas in July & August (Chris Cole will distribute at end of June & Larry Caso will distribute at end of July); Banners on Parade update: Lisa Crummett – all the banners were put up June 6, judged on June 1, brochure in about 2 weeks; Sierra Art Affaire goodie bags: Lisa Crummett (for Linda Johnson) – coming up on 8/2-8/5, putting together goodie bags and would like stuff from merchants (deadline June 30th); Flex Your Power award update: Lisa Crummett – PDA won the award and Lisa accepted it on behalf of PDA in San Francisco, have gotten all rebate checks back—was very successful, will get placards to put up downtown, article in Mt. Democrat about it; Mary Dedrick will be a judge of cheese at the State Fair this year; Larry Caso wants to research grant money about energy audits of businesses & buildings downtown (Bill Robinson will look into)

New Business – Volunteers needed to work Beer Garden at Founder's Day 6/9

Grant Report – Jeff Thoma: balance is \$48,399; spent \$17K on the lights downtown and got \$14,800 back from PG&E in rebates

Treasurer's Report – Denise Tomei: \$32,483

Marketing & Event Report – Lisa Crummett: Money from City has been requested and put through for 07-08 and they just need to know when PDA needs the money, Lisa & Jeff working on spreadsheet showing where money has gone; marketing committee working on print branding ad (full page ad in Foothills Style to show name brands available in downtown Placerville); working on commercial; antique faire apps have gone out as well as apps for craft faire

Chamber Report – Sam Muscarello: Chamber is looking for volunteers to man the State Fair booth, booth is Apple Hill themed
Open Forum – signs on Hwy 50 saying "Street Closed" need to be better-timed; Les thanked merchants who sponsored awards for car show; Les mentioned that signs on Hwy 50 ought to be more specific about events when street is closed; Les Russell made a motion to have special signs made for events (up to \$500), Sara Young seconded, motion carried; don't post flyers on lamp posts or walls of the garage—they will be removed

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, June 21 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting ***July 12 (special date for July)*** at Cary House

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, **JULY 12, 2007**, 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

Police Beat – Chief

Highway 50 Project

City Report – Gary Pigg

Continuing Business

- Update on Flower Power
- Update on City Newsletter
- Update on CalTrans signs

Announcements

- Downtown merchant news
 - Tea Leaf Designs
 - Featured “Merchant of the Month” starting in August
- July 21 & 22 stagecoach rides
- Hillsider hearing update
- Hangtown Jazz Jubilee

New Business

None

Grant Report – Jeff Thoma

Treasurer’s Report – Denise Tomei

Marketing & Event Report – Lisa Crummett

Chamber Report

Open Forum

Executive Board Meeting Dates

3rd Thursday of the Month, 8:30AM, July 19 (Stamp It Rich)

PDA General Meeting Dates

1st Thursday of the Month, 8AM; next meeting August 2 at Cary House

PDA Board of Directors 2007			
(06-07) Doug Braaten	295-1007	(07-08) Ann Totherow	626-1444
(06-07) Chris Cole	642-8481	(07-08) Linda Johnson (P)	344-0452
(06-07) Carol Patton (VP)	626-3554	(07-08) Dave Morrill	642-1074
(06-07) Nate Ross	621-4453	(07-08) Mary Meader	622-4510
(06-07) Les Russell	622-2979	(07-08) Bill Robinson (S)	626-9177
(06-07) Denise Tomei (T)	626-9766	(07-08) Sara Young	622-4900
(06-07) Jim Baehne	626-9207	(07-08) Jeff Thoma	626-1810
(06-07) Larry Caso	626-8651	(07-08) Sam Muscarello	626-0700

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – July 12, 2007

Roll Call & Introductions – A quorum was present.

Police Beat – Chief Nielsen – June is busiest month of the year; Founder's Day was great event; 4th of July blast was successful; 5 officers downtown during Brewfest along with 4 volunteers & event went well; had one sexual assault in Quartz Alley, have warrant out for suspect; National Night Out coming up—in 2006, Placerville was #1 in US for size of city (2nd time in 3 years), this year will be on Tuesday, 8/7—over 30 block parties scheduled, events at MORE, library, etc., plus neighborhood block parties; traffic safety program will hold driver's DUI checkpoint in next 30 days, distributed community survey at meeting along with recruitment notice for volunteers (SHIELD, cadets), tentative date for rescheduled Hillsider hearing is 8/20, 21, & 22 at town hall; question re vagrant sweeps, another question about need for more safety for people during Brewfest at east end of Main St., complaint about skateboarder's and scooters on the sidewalks and complaint about illegal parking in the alley behind buildings on south side of Main St.

Highway 50 Project – John Driscoll – work going on re sewer lines at lower Main St., slow lanes in both directions closed at night for bridgework at Placerville Drive, bridgework on Spring St. to start in August so there will be one lane in & one lane out (nothing happening on Canal or Bedford St. bridges yet), starting 7/16, Forni Rd. at Main St. will be closed for 4 months to complete work on it (only residents of Forni will be allowed)—trying to get Placerville Drive connector to Main St. open this fall, main sewer line is 80-90% done with most of the work remaining being on the lateral lines coming into the main

City Report – John Driscoll – city has entered agreement with company (for 3 years) called CGI that produces community profile videos (60-90 seconds apiece—6 segments), when people go to city's website and click on Community Profiles they will be able to see the videos, letter going out to merchants asking if any one would like to participate (for \$\$), will be ongoing for 3 years and potentially renewable if successful, other cities that have done it are Glendora & Gardena; (Gary) sidewalks are being steam-cleaned again, garbage area in garage is filling up with stuff again, will be skateboard stenciling on sidewalk

Continuing Business – update on CalTrans signs: Carol Patton – have opportunity (through CalTrans) to have sign on Ray Lawyer bridge say “Historic Downtown, Next 3 Signals,” Carol has submitted grant form to Jeff Thoma, will also be smaller signs on 3 cross-streets both eastbound and westbound, John Driscoll committed at the meeting for at least \$1300 towards this effort, Denise Tomei made motion that PDA go up to \$5000 out of grant fund for the traffic sign, seconded by Mary Meader, motion carried (time frame for this is several months); update on City Newsletter: John Driscoll – at last City Council meeting, council directed John Driscoll to work with Carol Ann Ogdin on getting double-sided, one-page quarterly newsletter started; update on Flower Power: Carol Patton – samples are on light pole near Round Table pizza, wants feedback, will be looking at rest of lightposts over next few months—lots of people are helping bring this together

Announcements – each month starting in August, will have a Featured “Merchant of the Month;” this Tea Leaf Designs presented about their business: designs websites, logos, software problems, repair of PCs, networks, etc., and they are located at 420 Main St., Placerville (www.tealeafdesign.com), charges depend on the project; Chamber report: Laurel Brent-Baum – talked about gift certificate company (Certificheck)—they do gift certificates for merchants who sign up and make their money from advertising on their website and on the certificates (don't have to do this through chamber—any association can do it); also talked about lighted monument kiosk and will give info to finance committee; putting on spaghetti feed this coming Friday (July 13) at fairgrounds for Angora fire victims; Chamber now accepting applications for year-long Leadership El Dorado (see Sam Muscarello or Doug Brasten about their experience); will have stagecoach rides on Main St. July 21; Hangtown Jazz Jubilee: Mary Meader – have venues, event is on 10/7; Cary House did sell (Clarion) and Moctar will be leaving—will be goodbye party on Sunday, July 29 at Tomei's; will have presentation in September re Viet Nam plaques

New Business – None

Grant Report – Jeff Thoma: spent \$17K so far this year, earned \$652 interest, balance is \$47,800

Treasurer's Report – Denise Tomei: have \$30,982 (not including Brewfest)

Marketing & Event Report – Lisa Crummet: Brewfest sold out, expanded to east end of Main St. this year, need more porta-potties; sold tickets through Paypal (very successful); merchants need to have water to drink and rinse out their glass at every site; Craft Faire is on August 12 (have 75 applicants so far); revising commercials; hoping to go before City for money in August; Antique Faire is getting some applications and will have to see how that goes this year

Chamber Report – (see above)

Open Forum – Ann Totherow talked about Autism event she is sponsoring at MORE on Saturday, 7/14 (1 of every 150 children born with Autism—mostly boys); Chris Cole: Cozmic Café having benefit concert on 7/22; Carol Patton mentioned about a summer sale this weekend; Bill Robinson mentioned that the El Dorado County Fire Safe Council has lots of information about fire safety (www.edcfiresafe.org); article in Sunday, 7/8/07 Sacramento Bee about Placerville; question about more publicizing of Sierra Art Affaire

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, July 19 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting August 2 at Cary House

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, **AUGUST 9, 2007**, 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

Police Beat – Chief

Highway 50 Project

City Report – Gary Pigg

Continuing Business

- Update on Flower Power
- Update on CalTrans signs

Announcements

- Downtown merchant news
 Featured “Merchant of the Month”
- Stagecoach rides on August 25
- Fire insurance – Linda
- Computer/software training – Bill

New Business

- Guest speaker from El Dorado Center
- Art & Wine Festival (October 20) – If you would like to host and supply horsd’oeuvres, please get your \$50 to PDA ASAP; hosts are first come-first served; drop your check in Lisa’s box at Tomei’s

Grant Report – Jeff Thoma

Treasurer’s Report – Denise Tomei

Marketing & Event Report – Lisa Crummett

Chamber Report

Open Forum

Executive Board Meeting Dates

4th Thursday of the Month, 8:30AM, August 23 (Stamp It Rich)

PDA General Meeting Dates

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

PDA Board of Directors 2007			
(06-07) Doug Braaten	295-1007	(07-08) Ann Totherow	626-1444
(06-07) Chris Cole	642-8481	(07-08) Linda Johnson (P)	344-0452
(06-07) Carol Patton (VP)	626-3554	(07-08) Dave Morrill	642-1074
(06-07) Nate Ross	621-4453	(07-08) Mary Meader	622-4510
(06-07) Les Russell	622-2979	(07-08) Bill Robinson (S)	626-9177
(06-07) Denise Tomei (T)	626-9766	(07-08) Sara Young	622-4900
(06-07) Jim Baehne	626-9207	(07-08) Jeff Thoma	626-1810
(06-07) Larry Caso	626-8651	(07-08) Sam Muscarello	626-0700

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – August 9, 2007

Roll Call & Introductions – A quorum was present

Police Beat – Chief Nielsen – Extra patrols downtown continue; National Night Out on 8/7 was a great success; suspect in sexual assault reported on last month has been arrested in Kingman AZ & will be brought to CA at some future date; checkpoint on 7/28 on Hwy 50 had 2200 cars come through, booked 11 people for DUI plus a few other violations; hearing for Hillside will be at Town Hall on 8/20, 21, & 22; someone reported that people still parking in Quartz Alley fire lane, also leak in oil can (restaurant oil); someone reported about a lot of noise on the street in front of Cary House, also people have to walk around smokers on the street in front of bars (send report to ABC); someone asked about foot patrols downtown (every day); another incident at Gilatos was reported about that Chief is looking into

Highway 50 Project – Randy Pesses: working on sewer/storm drain lines, had to close off Forni Road connection to Main Street (done about November), plan on starting work on Spring Street & Canal Street bridges at beginning of September; signage: Caltrans has committed to placing sign on Ray Lawyer Drive overpass of Hwy 50; when done? Will not be done by August 2008—most likely spring 2009; Hangtown Creek: working on getting contract with CCC to do selective clearing in creek beginning (hopefully) in Sept/Oct; Grant (\$400K) to complete master plan for Hangtown Creek with associated analyses was not awarded; Bedford closure to do work is up in the air

City Report – Gary Pigg: hazardous tree removed on Main Street (authorized); Gary is looking into oil leak in back alley; loitering in parking garage—if you see it or feel threatened, call police dispatch about it; someone mentioned about the skateboarders; introduced new owners of Powell Brothers Steamers

Continuing Business – Update on Flower Power – Mike Tomei: flowers are thriving, Bill creating brochure for sponsorships, lots of positive comments

Announcements – Stagecoach rides on Main St. on 3rd Saturday (August 18); fire insurance – Linda Johnson: people are covered under their homeowner's insurance in wildfires; Computer/software training – Bill Robinson: starting business to train people on various applications, also will be doing training at Stamp It Rich (Creating Marketing Materials Using Photoshop) on September 9 & 12

New Business – Guest speaker: Outreach Coordinator from Folsom Lake College (Von Bielefeld: Bielefv@flc.losrios.edu): Folsom Lake College, El Dorado Center, is located off of Missouri Flat Road (1994), have about 7000 people in the 3 campuses; want to be part of community; promoting “Community Inspired Education” and wants to develop classes useful to downtown merchants; have a community center that people can use (0-\$50); celebrating 40th anniversary in 2008; Art & Wine Festival is on 10/20 and anyone wishing to participate needs to get \$50 to Lisa as soon as possible, banners will be auctioned off during the event, tickets go on sale after Labor Day

Grant Report – Jeff Thoma: spent \$19,341 this year, have balance of \$45, 611, no new requests

Treasurer's Report – Denise Tomei: have \$57,676 in all accounts

Marketing & Event Report – Lisa Crummet: this Sunday is Craft Faire; on Tuesday, 8/14, going before City Council to tell them how we are going to spend the \$15K earmarked for promotion, will be showing new commercial, show them how we spent money this past year; Sue Rees has been working with PDA Webmaster (Sharon Baldwin) on making link about craft stores around Main Street, also working on wedding planning on Main Street; Antique Street Faire on 9/30; Linda Johnson: Sierra Art Affaire was successful (had about 60 people sign up) and looking forward to next year

Chamber Report – Sue Russell: reported on trip to Kelowna, BC, where everyone works together to make things happen in their area; will be giving report to BOS about what she has been doing; Sam Muscarello: found out about resource center at Chamber that has classes and is looking for feedback from PDA members as to what they want to have.

Open Forum – Mike Tomei talked about “City Ambassadors” idea from Jacksonville, FL—suggested we start a program like it in Placerville; have packets from Job One for employers on Main Street; Jeff Thoma: Heyday is doing a silent auction as fundraiser for one of their employees who was in accident; Murray & Downs and another architectural firm (Oshima & Yee) in Sacramento have merged to form ANOVA Architects (so now have Sac office and Placerville office); Chris Cole: On Sunday, 8/12, Cozmic will be hosting a band benefit concert for young person injured in accident; mortgage business adjacent to Cary House is available for rent; V. J. Patel (new owner of the Cary House) introduced himself and Chester Webb (new manager of Cary House), not a big corporation—a family-owned business; Mike Tomei: announced opening of his daughter's new store (Firefly) on Main Street (near Empire Antiques)

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, August 22 (Stamp It Rich)

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

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION
Meeting Agenda for Thursday, September 6, 2007, 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

Police Beat – Chief

Highway 50 Project

City Report – Gary Pigg

Main St. Trees & Viet Nam Plaques – Steve Youel

Continuing Business

- Update on Flower Power – Mike Tomei
- Update on CalTrans signs – Carol Patton
- Art & Wine Festival – Lisa Crummett
- Update on Fausel House – Jeff Thoma
- Report on meeting with PG&E – Larry Caso

Announcements

- Downtown merchant news: Featured “Merchant of the Month”: Winterhill
- Nominations for 2007/2008 PDA Board members coming up in October—be thinking of potential Board members
- Trick or Treat on Main Street - Would you like help passing out candy from EDHS volunteers (from Band & CSF)? They want to give back to merchants (since they ask for donations all the time) and may have as many as 20 volunteers; if you want to secure a helper, please call Adriana Gwyn to sign-up at 642-9423.
- Pyramid Peak Outfitters closing 9/30; PLA moving to Pyramid Peak’s vacated space

New Business

- Presentation regarding Historical Society’s Fountain-Tallman Museum – Kris Payne
- Nominations of new PDA Board members will be in October; if you want to be a Board member, contact one of the current Board members
- Placerville Downtown Ambassadors idea – Mike Tomei

Grant Report – Jeff Thoma

Treasurer’s Report – Denise Tomei

Marketing & Event Report – Lisa Crummett (also will show a viewing of latest commercial for downtown)

Chamber Report

Open Forum

Executive Board Meeting Dates

3rd Thursday of the Month, 8:30AM, September 20 (Stamp It Rich)

PDA General Meeting Dates

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

PDA Board of Directors 2007			
(06-07) Doug Braaten *	295-1007	(07-08) Ann Totherow	626-1444
(06-07) Chris Cole	642-8481	(07-08) Linda Johnson (P)	344-0452
(06-07) Carol Patton (VP)	626-3554	(07-08) Dave Morrill	642-1074
(06-07) Nate Ross	621-4453	(07-08) Mary Meader	622-4510
(06-07) Les Russell	622-2979	(07-08) Bill Robinson (S)	626-9177
(06-07) Denise Tomei (T) *	626-9766	(07-08) Sara Young	622-4900
(06-07) Jim Baehne	626-9207	(07-08) Jeff Thoma	626-1810
(06-07) Larry Caso	626-8651	(07-08) Sam Muscarello	626-0700

* Indicates ineligible to be nominated

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – September 6, 2007

Roll Call & Introductions – A quorum was present

Police Beat – Chief Nielsen – There was a settlement at the Hillsider hearing—the Hillsider will close 30 days from the August 20 hearing date (last date of operation is 9/19), Hillsider must transfer their liquor license outside the city (they did not lose their liquor license and Police are working with other, similar businesses to make sure problems don't transfer to somewhere else; Craft Faire was August 12 and went well from police perspective; Antique Faire and Jazz Jubilee coming up

Highway 50 Project – Randy Pesses – starting to work on Spring Street bridge (will be narrowed down for work); Bedford will be next year, not sure about Canal St.; on schedule with the Placerville Drive connector to Main Street (open in November, also Forni Rd. will open); also working on sewer lines; City approved a contract for CCC to come in and do clearing in Hangtown Creek (Spring St. to Broadway)—Randy has scheduled a walk along the creek to see all that needs to be done;

City Report – Gary Pigg: Steam-cleaned the sidewalks recently (plus trashcans & bases of light posts) and next cleaning is scheduled for right after Halloween; have just about completed a contract that will start October 1 with MORE workshop to clean the garage and do the sidewalks (from Cedar Ravine, down Main and up Sacramento to Pacific St.) once a week; KFBK had segment on closing of Spring St. & Hwy 50 and how to get around

Main St. Trees & Viet Nam Plaques – Steve Youel (City Parks & Rec): spoke about issue of Main St. trees and the Viet Nam memorial plaques at their base, proposed putting temporary raised planters in voids on the Main St. area that could be moved when StreetScape plan goes into effect; for the Viet Nam plaques, proposes putting plaques on side of planters, lots of discussion and suggestions about this (e.g. have meeting with VFW, other Veteran's groups, and other stakeholders in the community to get their input)

Continuing Business – Update on Flower Power – Mike Tomei: Carol Patton doing fall planting (2 locations, 4 baskets—RT Pizza & Fox lot); trying to raise funds, coming up with brochure that we can use to raise funds, asked if anyone would like to be early adopters; Update on CalTrans signs – Carol Patton: issue with installation of sign (on Ray Lawyer Drive overcrossing facing west), cost will be more and when Carol finds out, she will get info to PDA (comment by Les Russell to drive east on Highway 50 and see that the sign will be visible for a very short time—is it worth it?); Art & Wine Festival – Lisa Crummett: on Oct 20, need checks (\$50) to PDA ASAP, would like people to have better hors d'oeuvres, since ticket prices for festival are more this year (\$30/ticket); update on Fausel House – Jeff Thoma: Fausel House is scheduled to be moved very soon, new ANOVA Architects building will be done about 1 year after Fausel House is moved; report on meeting with PG&E – Bill Robinson: Larry Caso, Bill Robinson and Laurel Brent-Bumb (head of Chamber of Commerce) met with 3 reps from PG&E on 8/22 to brainstorm ideas for ways for businesses on Main St. to spend less money on energy (Bob Laurie volunteered to help on committee)

Announcements – Featured merchant of the month is Winterhill – Annette Schoonover: excited to be on Main St. and has been very happy with all the support on Main St., certified growers of olives and make olive oil for sale at Winterhill, handed out 20% discount coupon at meeting; nominations for 2008/2009 PDA Board members coming up in October—be thinking of potential Board members; Trick or Treat on Main St – EDHS band members want to give back to the community for supporting them and will be willing to help merchants hand out candy on Halloween (4-6pm)—call Adriana Gwyn to sign up at 642-9423; Pyramid Peak Outfitters closing on 9/30 and PLA is moving to Pyramid Peak's vacated space

New Business – Presentation regarding Historical Society's Fountain-Tallman Museum – Kris Payne (President of Historical Society): Museum is open 5 days a week (Wed–Sun) & Marilyn Ferguson has been hired to work at the museum and museum is doing fundraiser now; nominations of new PDA Board members will be in October—if you want to be a Board member, contact one of the current Board members

Grant Report – Jeff Thoma: spent \$19K, have \$45K left

Treasurer's Report – Denise Tomei: \$54,666

Marketing & Event Report – Lisa Crummett: Antique Faire coming up and need to evaluate it for next year as we are at about 2/3's of the amount of last year's participants; have Art & Wine Festival posters for merchants; Mary Dakers will be going around soon asking for money for Thanksgiving/Christmas holiday advertising & festivities

Chamber Report – None

Open Forum – Gary Pigg asked about the No Skateboarding signs on the sidewalks (this is TBD); signs help police dept., but a good idea to call police when you see something in the garage (or other places), walkway going across Highway from garage to Coloma should be painted and Gary asked for support letter to be written by PDA to the City in support of doing this, Carol Patton made a motion, which was seconded and passed by show of hands to write letter—Carol will do a draft and Bill will write it; showed commercials for Downtown; new owners of Powell Brothers introduced again; Sue Rees mentioned article about Cozmic Café in 9/2/07 Sacramento Bee; a lot of spaces will be available soon on Main St.

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, September 20 (Stamp It Rich)

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

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION
Meeting Agenda for Thursday, October 4, 2007, 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

Police Beat – Chief

Highway 50 Project

City Report – Gary Pigg

Continuing Business

- Update on Flower Power – Mike Tomei
- Update on CalTrans signs – Carol Patton
- Art & Wine Festival – Lisa Crummett
- Update on Fausel House – Jeff Thoma
- Parking program update
- EDHS Trick or Treat helpers – Lisa needs to know by 10/4

Announcements

- Downtown merchant news: Featured “Merchant of the Month”: Gothic Antiques & Curiosities
- Banners on Parade silent auction will be held during the Art & Wine Festival on October 20

New Business

- Nominations of new PDA Board for 2008-2009
- Bad check information from DA’s office
- Presentation by Shauna Hargsell about evening Farmer’s Market

Grant Report – Jeff Thoma

Treasurer’s Report – Denise Tomei

Marketing & Event Report – Lisa Crummett

Chamber Report

Open Forum

Executive Board Meeting Dates

3rd Thursday of the Month, 8:30AM, October 18 (Stamp It Rich)

PDA General Meeting Dates

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

PDA Board of Directors 2007			
(06-07) Doug Braaten *	295-1007	(07-08) Ann Totherow	626-1444
(06-07) Chris Cole	642-8481	(07-08) Linda Johnson (P)	344-0452
(06-07) Carol Patton (VP)	626-3554	(07-08) Dave Morrill	642-1074
(06-07) Nate Ross	621-4453	(07-08) Mary Meader	622-4510
(06-07) Les Russell	622-2979	(07-08) Bill Robinson (S)	626-9177
(06-07) Denise Tomei (T) *	626-9766	(07-08) Sara Young	622-4900
(06-07) Jim Baehne	626-9207	(07-08) Jeff Thoma	626-1810
(06-07) Larry Caso	626-8651	(07-08) Sam Muscarello	626-0700

* Indicates ineligible to be nominated

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – October 4, 2007

Roll Call & Introductions – A quorum was present

Police Beat – Chief Nielsen – As of 9/19/07, Hillsider is closed and has moved out of the premises; went over various events from police perspective; introduced officer Jason Alger & his K-9 Rico, who is retiring soon—looking for support (donations) to help with cost to replace Rico; Tomei's offered to do fundraiser; will have new dog from Holland very soon (will be on street during Trick or Treat on Main Street)

Highway 50 Project – Randy Pesses: Making pretty good progress: working on Canal Street & Spring Street bridges (additional lane open in November), Placerville Drive connector (open in November), doing erosion control work; also CCC working on cleaning out Hangtown Creek on upper Main Street for flood control—will go all the way down to Spring Street

City Report – Gary Pigg: Sidewalk trash cans will be cleaned after 10/31 and sidewalks will be cleaned all the way from the Druid monument to Spring Street; trees on Main Street are being analyzed by arborist and will be trimmed soon; all businesses should look at ADA requirements; question about skateboard signs and when they will be done—public works is looking at it; John Driscoll will give update about parking to City Council at 10/9 meeting: will tell them that revenues have about broken even with expenses (cleaning, signage, etc.), they have discontinued sweeping service and have contracted with MORE to clean parking lots, garage, stairwells, sidewalks, pay stations every week, have 2-3 people waiting for a parking permit; have eliminated the “call in to extend time” service due to low usage and high cost, will propose change to council to eliminate parking fees on Saturdays in lots & garage (but have to emphasize to employees that prime parking is for customers), parking enforcement tickets are way down

Continuing Business – Update on flower power: Mike Tomei: got \$100 donation already, will place 4 planters for fall—two up by Round Table and two by the Fox lot (summer plantings DID survive), had small two-sided donation brochure/card created by Bill Robinson with the various levels of donations that will be accepted; no update on CalTrans signs; Art & Wine Festival update: Lisa – it is on 10/20, 6-9 pm on Main Street, have 37 wineries participating, tickets are for sale already (\$30 ea), will also have Banners on Parade silent auction that evening, also will be notecards & bookmarks depicting the banners available for purchase/order; update on Fausel House: Jeff Thoma – took about 3 days to fully move the Fausel House to its new location, now it will be renovated back to its original splendor, will be doing retaining walls up on the hill behind the Fausel House, dirt removal will be completed soon, new ANOVA Architects 18,000 sq ft office building should be completed one year from now; EDHS kids want give something back to Main Street for all the help they have gotten by helping merchants give out candy during Trick or Treat on Main St, so if you need help, contact Lisa Crummett

Announcements – Featured merchant of the month: Gothic Antiques & Curiosities (Crystal Bunn): located where Country Color used to be, hours MTW by chance or appt, Thurs-Sun, 11-6, have lots of vintage clothing (Victorian to the 1940's), ladies hats & top hats for men, lots of costume jewelry, some estate items, lots of Halloween items, curiosities (90% of items are old) and books

New Business – Julie Croteau from DA's (515 Main St., 621-6788) office talked about the bad check program for merchants and how it works (no cost to merchants): for bad checks (no credit cards yet, they need the original check, the crime report form (handed out at meeting) & any other information you have—make copies for yourself of all information; nominations for Board Members for 2008-2009: Carol Patton moved to re-nominate all the existing Board members that are eligible (Chris Cole, Carol Patton, Nate Ross, Less Russell, Jim Baehne & Larry Caso), Bill Robinson seconded, motion carried, Jim Baehne nominated Roxanne Sefrain who accepted (seconded by Carol Patton), Carol Patton nominated Susie Huber who accepted (seconded by Denise Tomei), Jeff Thoma nominated Crystal Newton who accepted (Doug Braaten seconded), there being no further nominations Carol Patton moved that nominations be closed (seconded by Mary Meader)—will have new ballot with all 9 names to be voted on for 8 positions to go out next week; Farm Trail folks introduced presentation by Shauna Hargsell about the potential of having an evening (Wednesday or Thursday, potentially June-October) Farmer's Market in Placerville possibly starting next year—formed Farmer's Market committee composed of Doug Braaten, Annette Schoonover, Ann Totherow, Susie Huber, Mike Tomei & Gary Pigg, Shauna manages farmers market in Folsom (2 years)

Grant Report – Jeff Thoma: spent \$19,513, have \$45,539 left

Treasurer's Report – Denise Tomei: have \$59,160

Marketing & Event Report – Lisa Crummett: Talked about Sacramento Magazine's ad with two merchants from Placerville and full page ad in Foothills Style; Mt. Democrat will have Reader's Choice Awards published in early November and there are lots of winners from downtown, also articles in LA Times; Festival of Lights being set up now—also, Merchant's Open House is the same weekend (after Thanksgiving); Antique Street Faire was successful, but short on vendors; Les Russell has volunteered to loan his fire truck for the Christmas Parade

Chamber Report – Sue Russell: Hangtown Hold 'em is coming up on 10/27 at fairgrounds; also have tickets for raffle of trip to Hawaii

Open Forum – City Gold newsletter is out now and businesses can put their logo on the newsletter

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, November 15 (Stamp It Rich)

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

Submitted by Bill Robinson

PLACERVILLE DOWNTOWN ASSOCIATION
Meeting Agenda for Thursday, November 1, 2007, 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

Police Beat – Chief

Highway 50 Project

City Report – Gary Pigg

Continuing Business

- Update on Flower Power – Mike Tomei
- Update on CalTrans signs – Carol Patton
- Parking program update
- 2008-2009 Board Member vote results
- Farmer’s Market update

Announcements

- Downtown merchant news: Featured “Merchant of the Month”
- Merchant’s Open House Friday & Saturday after Thanksgiving

New Business

None

Grant Report – Jeff Thoma

Treasurer’s Report – Denise Tomei

Marketing & Event Report – Lisa Crummett

Chamber Report

Open Forum

Executive Board Meeting Dates

3rd Thursday of the Month, 8:30AM, November 15 (Stamp It Rich)

PDA General Meeting Dates

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

PDA Board of Directors 2007			
(06-07) Doug Braaten *	295-1007	(07-08) Ann Totherow	626-1444
(06-07) Chris Cole	642-8481	(07-08) Linda Johnson (P)	344-0452
(06-07) Carol Patton (VP)	626-3554	(07-08) Dave Morrill	642-1074
(06-07) Nate Ross	621-4453	(07-08) Mary Meader	622-4510
(06-07) Les Russell	622-2979	(07-08) Bill Robinson (S)	626-9177
(06-07) Denise Tomei (T) *	626-9766	(07-08) Sara Young	622-4900
(06-07) Jim Baehne	626-9207	(07-08) Jeff Thoma	626-1810
(06-07) Larry Caso	626-8651	(07-08) Sam Muscarello	626-0700

* Indicates ineligible to be nominated

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – November 1, 2007

Roll Call & Introductions – A quorum was present

Police Beat – Chief Nielsen – Closely monitoring bar activity downtown and concerned about problems (also met with ABC & bar owners), have extra officers on patrol; caught “soda can bombers”; events in October all went well; VJ from Cary House went through everything that has happened in the last couple of months (went through good items first!); read from list of items such as people leaving due to noise on the street (9 people), other times when people left Cary House or called police and this is happening every weekend (between 10 pm – 2 am), trying to get bus tours; others in the audience spoke of problems with bar patrons vomiting in their entryway and there was much talk about this

Highway 50 Project – Rick Tippett: Working hard to get new lane paved (December?), holding off on Bedford bridge until next year, Forni Road & Placerville Drive–Main Street connection: working on piece from eastbound onramp from PV Drive to Highway 50 to Forni Road & hoping to have it open in a couple of weeks and people driving east on PV Drive will be able to use the connection to Main Street, but it will be another 6-9 months before people can use the Main Street to Placerville Drive connector driving west (due to bridge where Highway 50 crosses PV Drive needing to be enlarged), piece from Forni Road to Main will (hopefully) be open 1st or 2nd week of December (so, will be able to come from Placerville Drive to lower Main Street, but will not be able to go from lower Main Street to Placerville Drive until next year when bridge is completed); will have cones be widened soon near downtown; sewer is almost done; will be putting all utilities underground from Spring Street to Placerville Drive after Christmas, will have more street lights; will be re-striping intersection of Main Street and Pacific Street; bridge at Spring Street will be widened somehow after November 11 to make 2nd lane available (either by City or contractor); will be (eventually) barrier along south side of Highway 50 that will be fitted with electrical plugs (for Christmas trees, etc.); have started on the Bedford pedestrian overcrossing and hope to have that done by mid-summer of 2008; most construction should be done by this time next year (next summer will be very busy summer)

City Report – Gary Pigg: MORE is cleaning the sidewalks, parking lots and garage every week and Gary would like any input about it; sidewalks & trash cans will be steam cleaned; will be getting bids on re-powder coating the trash can lids; remaining trees on Main St. will be looked at; construction in parking lots almost completed (done by Thanksgiving); parking update: City Council elected not to suspend parking regs on Saturday and will have enforcement during holidays, get any input to Gary; have addressed problems with lights in the parking garage; question about the building on the corner of Center and Main St. (boarding up windows), city has issued correction notice

Continuing Business – Update on Flower Power: Mike Tomei – Two fall pots in the Fox lot and two at Round Table lot, have brochures for distribution for donations, how much money we get will determine what we do, would like to have pots on Main Street by end of 2009, will do four more pots next spring, looking for someone who is commercial irrigation developer who could plan an irrigation system coming out from the Bell Tower and radiating to the ends of Main Street—contact Carol Patton; update on CalTrans signs: Rick Tippett – Have been trying to get in touch with contact person who is out due to family emergency/sickness, so looking at alternatives—will report back in December, questions about what we can do in the meantime (not much, so may pursue our own idea for a temporary sign during the holidays), suggestion to put up Christmas Banner on Welcome to Placerville sign or on pedestrian overpass, PDA will do something on our own if we don't get help from city or CalTrans; Carol Patton made motion to have Jim Hadakis do a 6' x 25' (roughly) banner designed by Lisa, Jim, Linda & Denise for PDA (can be reused in future years) with cost not to exceed \$1200, seconded by Sara Young, motion passed; 2008-2009 Board Member vote results: Lisa Crummett – Board members elected are Larry Caso, Chris Cole, Susie Huber, Crystal Newton, Carol Patton, Nate Ross, Les Russell and Roxanne Sefrain; Farmer's Market update: Mike Tomei – decided to have Wednesday night downtown Farmer's Market in the summertime in conjunction with Farm Trails

Announcements – Featured Merchant of the Month: Firefly (Mallory Tomei), open 7 days a week, 11-5 (Denise Tomei gave rundown); Merchant's Open House Friday & Saturday after Thanksgiving: extended hours 5-8, make sure to have snacks; Les Russell has agreed to let PDA use his fire truck for the Christmas Parade, theme is Christmas Tales and Les will be dressed up as “The Grinch” and his fire truck will be the Grinch's sleigh—need people who will be dressed up as “Whos”; want to have pizza lunch for people cleaning the creek

New Business – None

Grant Report – Jeff Thoma: spent \$21,577 this year, have balance of \$43,376

Treasurer's Report – Denise Tomei: \$52,511 in accounts

Marketing & Event Report – Lisa Crummett: sold about 820 tickets for Art & Wine Festival; sold all the banners and raised about \$3000; Festival of Lights coming up: Main Street will be closed, entertainment on the street, tree lighting at courthouse; Visits with Santa on December 1 at Tiddlywinks and two at the Courtyard Café on December 8 & 15, entertainment at the Bell Tower on weekends, stagecoach rides (12-4, weather permitting—watch for dates soon), special holiday flyer will be out soon, parade will be on December 2 (starts at 1 pm)

Chamber Report – Sue Russell: Hangtown Hold'em has been changed from 10/27 to 1/18/08 and will be at the Diamond Springs fire station

Open Forum – Need PortaPotties for Halloween; need to address Main Street closures during events (where to close: Sacramento Street or Center Street), will also have tickets on sale for trip to Hawaii; Lisa handed out more of the event schedule postcards (holiday schedule postcards should be out next week); Carol Patton mentioned that she would like to see PDA push for having parking at the Caboose (behind the Shell Station) be for busses and more parking (letter-writing campaign, committee?); VJ offered to supply an email address to capture info re bars—will send address to PDA secretary (keep comments professional); Les Russell: 2nd annual Hangtown Classic Car show will be on May 18, 2008; Lisa Crummett: had membership applications to hand out for Lion's Club;

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, December 20 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting January 4, 2008, at Cary House

PLACERVILLE DOWNTOWN ASSOCIATION
Meeting Agenda for Thursday, December 6, 2007, 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

Police Beat – Chief

Highway 50 Project

City Report – Gary Pigg

Continuing Business

- Update on Flower Power – Mike Tomei
- Discussion & vote on CalTrans signs
- Farmer’s Market update

Announcements

- Downtown merchant news: Featured Merchant of the Month: DK Cellars
- Holiday update

New Business

- 2008 Executive Board nominations & elections
- 2008 events & committee signups

Grant Report – Jeff Thoma

Treasurer’s Report – Denise Tomei

Marketing & Event Report – Lisa Crummett

Chamber Report

Open Forum

Executive Board Meeting Dates

3rd Thursday of the Month, 8:30AM, December 20 (Stamp It Rich)

PDA General Meeting Dates

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

PDA Board of Directors 2007			
(06-07) Doug Braaten	295-1007	(07-08) Ann Totherow	626-1444
(06-07) Chris Cole	642-8481	(07-08) Linda Johnson (P)	344-0452
(06-07) Carol Patton (VP)	626-3554	(07-08) Dave Morrill	642-1074
(06-07) Nate Ross	621-4453	(07-08) Mary Meader	622-4510
(06-07) Les Russell	622-2979	(07-08) Bill Robinson (S)	626-9177
(06-07) Denise Tomei (T)	626-9766	(07-08) Sara Young	622-4900
(06-07) Jim Baehne	626-9207	(07-08) Jeff Thoma	626-1810
(06-07) Larry Caso	626-8651	(07-08) Sam Muscarello	626-0700

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – December 6, 2007

Roll Call & Introductions – A quorum was present

Police Beat – Chief Nielsen – Had no incidents on Wednesday before Thanksgiving; about 3000 people downtown for Festival of Lights; Christmas Parade was on 12/2—setting up a meeting to look at issues with parade; had traffic accident where pedestrian was killed near Main St. & Broadway; crime reports for November were negligible (did have three reports of vandalism—broken windows—at east end of Main St.); had 40 extra patrols downtown; closely monitoring bar activity

Highway 50 Project – Rick Tippett – City got one sign up on Hwy 50 (eastbound); will be paving connector from Main St. to Placerville Dr. on 12/10; PG&E power line needs to be raised for clearance; will be paving new eastbound auxiliary lane in January (weather-dependent); working on pedestrian overcrossing; showed roundabout pictures and various options might be; had outreach meeting and will be presenting project to City Council next month for feedback (there will be replacement parking if any is lost); talked about stretch of old RR right-of-way that CalTrans now owns (Main St. to Ray Lawyer Dr): that area has been annexed into the city—at conclusion of Hwy 50 project, CalTrans will relinquish that area to the City and City wants it to become part of the trail system, have created grant (\$500K) to do improvements to that area to make trail usable for bicycle, pedestrian and equestrian, would like letter of support from PDA for grant; had a lunch for the CCC people working on Hangtown Creek (they are done for year), hope to do it again next year to expand area worked on and herbicide treatment; also another grant app in to Sierra Conservancy for Hangtown Creek project; Carol Patton made a motion that PDA send a letter of support for the Trail extension, seconded by Mary Meader, motion carried

City Report – Gary Pigg – City has spent \$21K for cleaning of parking garage & sidewalks (majority came from parking revenue); will be doing new powder-coating of trash cans and will be cleaning them more frequently; questions about horse droppings during parade—Jim Bahne & Sue Rees will work with parade folks to resolve the problem

Continuing Business – Update on Flower Power – Carol Patton – still looking for money for baskets, have only collected \$200 so far; looking for someone to do commercial irrigation design; Discussion & vote on CalTrans signs – Carol Patton – went over history of signs over the last year, Larry Caso made motion that PDA authorize Carol Patton in a meeting with CalTrans this afternoon to say that PDA will spend up to \$15K for sign over Ray Lawyer Drive if the sign says “Historic Downtown Next 3 Signals”, Doug Braaten seconded, motion passed 7-6 with 1 board member abstaining;

Announcements – Featured Merchant of the Month: “Wine Tasting on Main” (combination of DK Cellars & Auriga Winery) – goal is to have an offsite tasting room away from the winery, open 12-6 Wed-Sun; Holiday update – Lisa Crummett: have visits with Santa on the weekends, the stagecoach on the weekends and music at the Bell Tower, on Saturday 12/22, will have SHIELD folks helping out at the garage (on all 3 floors); please get any comments about the stagecoach or the riders to Carol Patton

New Business – 2008 Executive Board nominations & elections – Carol Patton nominated Ann Totherow (Annieberries) for Treasurer, 2nd by Sam Muscarello, Ann Totherow nominated Linda Johnson for President, 2nd by Carol Patton, Denise Tomei nominated Carol Patton for VP, 2nd by Sam Muscarello, Mary Meader nominated Bill Robinson for Secretary, Denise Tomei 2nd, all nominations approved; 2008 events & committee signups – Lisa: passed around a sheet with the 2008 proposed PDA events, with the events in 3 groups: traditional/ongoing PDA sponsored events, co-sponsored events and/or Non-PDA events and possible new events and group talked about the events, Carol Patton made a motion to accept the traditional and co-sponsored events, Mary Meader 2nd, motion voted on and approved; talked about new events: Girls Night Out (Lisa described), Farmer’s Market and a possible Run/Walk; Lisa passed around a signup sheet for the committees

Grant Report – Jeff Thoma: have spent \$23,780 and have a balance of \$41,173

Treasurer’s Report – Denise Tomei: have \$66,568 in checking & savings accounts

Marketing & Event Report – Lisa Crummett: talked about the holiday schedule of events, also had “Come Home for the Holidays” buttons that employees can wear, also had cards and bookmarks from Banners on Parade at meeting for purchase

Chamber Report – none

Open Forum – Bill Robinson & Donna Rice talked about opportunity to get statue of Snowshoe Thompson and need for help for this effort (statue for sale for about \$25K with worth of about \$100K); Dave Machado spoke of the “survival of downtown” with all the new retail developments going in El Dorado County, there is a very strong need to market downtown to compete with these entities, talked about downtown being in the “fight for our lives”; suggestion to put fake flowers in the flower pots until such time that an irrigation system is put in; also need a sign about the garage that is visible from traffic going west from Lake Tahoe

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, December 20 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting January 4, 2008, at Cary House