

PLACERVILLE DOWNTOWN ASSOCIATION
Meeting Agenda for Thursday, January 3, 2008, 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
- CalTrans signs update – Randy Pesses

Announcements

2008 events & committee signups

New Business

- El Dorado County Business Showcase in March 2008 – Janine D’Agostini
- Highway 50/Canal Street Mural Project & request for Funds/Support – El Dorado Arts Council
- Disaster planning for downtown – Mary Beth Fahy, Marshall Hospital

Grant Report – Jeff Thoma; Request for funds for revising & reprinting downtown brochure

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, January 24 (Stamp It Rich)

PDA General Meeting Dates

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

PDA Board of Directors 2008			
(07-08) Ann Totherow (T)	626-1444	(08-09) Chris Cole	642-8481
(07-08) Linda Johnson (P)	344-0452	(08-09) Carol Patton (VP)	626-3554
(07-08) Dave Morrill	642-1074	(08-09) Nate Ross	621-4453
(07-08) Mary Meader	622-4510	(08-09) Les Russell	622-2979
(07-08) Bill Robinson (S)	626-9177	(08-09) Larry Caso	626-8651
(07-08) Sara Young	622-4900	(08-09) Roxanne Sefrain	621-9901
(07-08) Jeff Thoma	626-1810	(08-09) Susie Huber	622-0111
(07-08) Sam Muscarello	626-0700	(08-09) Crystal Newton	622-2218

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – January 8, 2008

Roll Call & Introductions – A quorum was present

Police Beat – Chief Nielsen – 2007 was busy year for police department (gave report); had stolen vehicle event on NY's Eve (suspect in custody) & another stolen vehicle incident; couple of suggestions from attendees: have PDA potentially take more of a roll in security issues downtown; and, put in a speedbump on Reservoir St. & Quartz Alley to help stop speeding on those two streets; as of Monday, 1/7, Police Dept. will have full staffing

Highway 50 Project – no report

City Report – Gary Pigg: There is a cell phone event (E-Wave) at the Mosquito Park & Ride on January 12

Continuing Business – CalTrans signs update – Randy Pesses: sign over Ray Lawyer Drive will not happen but there will be signs on Highway 50 at each cross street (visible from both directions on Canal, Spring & Bedford overcrossings) pointing to Main Street that will be put up when the light poles go up; Flower Power update – Mike Tomei: have two more planters to put up, need more money—need more promotion

Announcements – 2008 events & committee signups: Lisa has signup sheets and talked about need to have Board Members sign up; Talked about new event: Girl's Night Out on Friday, Feb 29, went over potential things might be included in this event—need to get commitments from businesses (get in touch with Lisa)—and went over various ideas that businesses could do; Lisa will also be meeting with different event committees this month to talk about budget

New Business – El Dorado Business Showcase – Laurel Brent-Baum: this is now the Business Showcase (used to be the Business Expo) and will be on March 14 (5-9 pm) & 15 (10-3 pm) at the fairgrounds—businesses can purchase a space for both days for \$200 or 1 day for \$125, contact the Chamber of Commerce for more information; Disaster planning for downtown – Mary Beth Fahy, Marshall Hospital: interested in finding out who might have food around the area in an emergency (Apple Hill, restaurants)—decided to form a committee with restaurants to figure this out (contacts, what restaurants have, etc.)

Grant Report – Jeff Thoma: have \$37,813, spent \$27,000 in 2007; Request for funds for revising & reprinting downtown brochure: motion made to approve \$3000 for reprinting of brochures, seconded and approved; Highway 50/Canal Street Mural Project & request for funds/support – El Dorado Arts Council reps: showed an artist's samples, talked about pros and showed some sketches, would be on Highway 50 at Canal Street, presenting to City Council on 1/22 (potential subject matter is Pony Express Rider & Telegraph); Les Russell made a motion to put \$1000 towards the Canal Street mural project from the grant fund, seconded, discussed and approved

Treasurer's Report – have balance of \$62,225

Marketing & Event Report – Lisa Crummett: went over all spending PDA did in 2007 for marketing Main Street (\$54,215)

Chamber Report – Laurel Brent-Baum: said anyone can call COC to go over/find out anything they want to know about what Chamber is doing (maybe at nighttime meeting), county & chamber collaborating; Sue Russell: revamping the website (will be advertising), postcard project ("Welcome Home"), mail a postcard to a friend, Visitor's Guide, ads in Sunset, Via

Open Forum – question about Engine 1771—can we get it back? Need some way to get money for downtown (steering committee?)

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, January 24 (Stamp It Rich)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting February 7, 2008, at Cary House

PLACERVILLE DOWNTOWN ASSOCIATION
Meeting Agenda for Thursday, February 7, 2008, 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
- Budget for 2008 events – discussion & vote
- Business Showcase

Announcements

- **Reminder:** Girl's Night Out, February 29, 6-9 pm; would like merchants to stay open; call Lisa with your activity ASAP (644-2276)
- Constant Contact email newsletter (www.constantcontact.com)
- El Dorado County Fire Safe Council information (www.edcfiresafe.org)

New Business

- Merchant of the Month
- Tee shirts & Monopoly

Grant Report – Jeff Thoma; 2008 budget discussion & vote

Treasurer's Report – Ann Totherow

Marketing & Event Report – Lisa Crummett

Chamber Report

Open Forum

Executive Board Meeting Dates

3rd Thursday of the Month, 8:30AM, February 21 (Stamp It Rich)

PDA General Meeting Dates

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

PDA Board of Directors 2008			
(07-08) Ann Totherow (T)	626-1444	(08-09) Chris Cole	642-8481
(07-08) Linda Johnson (P)	344-0452	(08-09) Carol Patton (VP)	626-3554
(07-08) Dave Morrill	642-1074	(08-09) Nate Ross	621-4453
(07-08) Mary Meader	622-4510	(08-09) Les Russell	622-2979
(07-08) Bill Robinson (S)	626-9177	(08-09) Larry Caso	626-8651
(07-08) Sara Young	622-4900	(08-09) Roxanne Sefrain	621-9901
(07-08) Jeff Thoma	626-1810	(08-09) Susie Huber	622-0111
(07-08) Sam Muscarello	626-0700	(08-09) Crystal Newton	622-2218

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – February 7, 2008

Roll Call & Introductions – A quorum was present (14 of 16 PDA Board members present)

Police Beat – Chief Nielsen – Police at full authorized staffing level for officers as of January 11; had 2 pursuits since 1st of year; shared statistics for 2007

Highway 50 Project – Randy Pesses – Contractor may be doing paving on Placerville Drive to Forni Road connector soon; City is pushing on project as much as they can (CalTrans is agency in charge of contract for Highway 50); questions arose about viability of contractor—is there anything PDA can do to push project?

City Report – Randy Pesses – talked about sewer line work the City is going to have a contractor (Hangtown Engineering) doing on Center Street & Stagecoach Alley starting next week (digging trenches and installing sewer lines), will still be access to garage, most work will be done at night (9pm-6am), but some will need to be done during daytime, total time for project is next week to 3rd week in March (weather-dependent); Gary Pigg – e-waste event this Saturday (2/9, 9am-2pm) at Mosquito Park 'n' Ride; City newsletter will be coming out in March and need to let Gary know if any items for newsletter (deadline is end of next week for items); City website will have video of City available from the home page within next couple days (go to <http://www.ci.placerville.ca.us>, then click on “Come Watch our Community Videos”); question re Engine 1771 (no answers)

Continuing Business – Update on Flower Power: Mike Tomei – will have 8 planters by spring, will be having fundraiser; Budget for 2008 discussion and vote: Lisa Crummett – Lisa went through proposed budget for events for 2008; talked about increased budget for holiday decorations downtown for next year; Carol Patton made motion to approve budget as submitted, 2nd by Crystal Newton, discussion: Linda Johnson said to take the \$1500 off for Sierra Art Affaire as she does not want to use PDA funds for that (will still be event of some kind, but no PDA funds will be used), motion voted on and approved by PDA Board members who were present; Business Showcase: Lisa Crummett – EDC Chamber is putting on Business Showcase at fairgrounds on Friday & Saturday, March 14 & 15 for merchants to showcase their businesses (\$200 for businesses and \$150 for non-profits for both days); maybe PDA can partner with another organization, maybe PDA can partner with Fountain-Talman museum

Announcements – Girl's Night Out reminder: Lisa Crummett – lots of people (over 40 merchants) doing things that night (2/29, 6-9 pm), Lisa handed out draft of program, Lisa needs any activities ASAP (644-2276); Constant Contact email newsletter information: Bill Robinson – company online that helps you put together email newsletter for your business (more info at www.constantcontact.com); El Dorado County Fire Safe Council information: Bill Robinson – Bill is on the EDCFSC Board of Directors and downtown needs to get a representative from Placerville to the EDCFSC meetings (4th Wednesday of every month, 1 pm at Gold Hill fire station), to find out more info contact Bill or go to www.edcfiresafe.org, suggestion from audience to make it an agenda item in future PDA meeting (Carol Patton has volunteered to be on FSC)

New Business – Merchant of the Month: Sherri Cushman of Wild Mountain Books – offers best of the best sellers, support of book clubs in the area (10% discount and can meet in bookstore), have created inviting atmosphere for reading, developing “Biggest Little Children's Section” in northern California; Tee shirts & Monopoly: Ann Totherow – went over a couple of ideas to get ongoing money coming into PDA, two ideas that Ann talked about are classy tee shirts and a customized Placerville Monopoly game, maybe this can all go to the marketing committee for action/consideration, maybe also sell tee shirts at events downtown too

Grant Report – Jeff Thoma: 2008 budget discussion & vote – handed out Finance Committee Proposal for grant allocation for 2008 and went over monies proposed to be allocated to several categories for 2008 (Wages/Expenses: \$1000; Advertising: \$8000; Permanent Advertising: \$5000; Leveraged Finding: \$20000), motion made by Sara Young to approve 2008 Grants budget, 2nd by Crystal Newton, motion voted on and approved; another motion made by Carol Patton to spend \$1000 from PDA general fund to pay for the mural (instead of from Grant fund), Susie Huber 2nd, motion voted on and approved

Treasurer's Report – Ann Totherow – have balance of \$59,800

Marketing & Event Report – Lisa Crummett: focusing on Girl's Night Out; will be Marketing Committee meeting soon

Chamber Report – None

Open Forum

- Discussion about the length of the meetings: do we want to have less items on the agenda? Is it unrealistic to have a meeting less than 2 hours, say in the agenda how long the meetings will take
- Put Sue Rees on email list

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

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting March 6, 2008, at Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, March 6, 2008; 8AM – 10AM 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 (8:00-8:05)

Meeting Restructuring Information (8:05-8:10)

Police Beat – Chief (8:10-8:15)

City Report – Gary Pigg (8:15-8:20)

Business (8:20-8:50)

- Flower Power: discussion & vote – Mike Tomei
- El Dorado Youth Commission request: discussion & vote
- Farmer’s Market: discussion & vote
- Wagon Train & Founder’s Day: discussion & vote
- Grant Marketing committee’s suggestions for 2008 Marketing/Advertising plan from grant funds – discussion and vote
- Set date for nighttime meeting

Announcements (8:50-9:00)

- Marketing & Event report – Lisa Crummett
- Stagecoach rides will be every 3rd Saturday

Highway 50 Project (9:00-9:15) – Mike Restaino (CalTrans) & Rick Tippett (City of Placerville)

Grant Report (9:15-9:20) – Jeff Thoma

Treasurer’s Report (9:20-9:25) – Ann Totherow

Chamber Report (9:25-9:30)

Open Forum (9:30-10:00)

Executive Board Meeting Dates

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

PDA General Meeting Dates

1st Thursday of the Month, 8AM – 10AM; next meeting April 3 at The Cary House

PDA Board of Directors 2008			
(07-08) Ann Totherow (T)	626-1444	(08-09) Chris Cole	642-8481
(07-08) Linda Johnson (P)	344-0452	(08-09) Carol Patton (VP)	626-3554
(07-08) Dave Morrill	642-1074	(08-09) Nate Ross	621-4453
(07-08) Mary Meader	622-4510	(08-09) Les Russell	622-2979
(07-08) Bill Robinson (S)	626-9177	(08-09) Larry Caso	626-8651
(07-08) Sara Young	622-4900	(08-09) Roxanne Sefrain	621-9901
(07-08) Jeff Thoma	626-1810	(08-09) Susie Huber	622-0111
(07-08) Sam Muscarello	626-0700	(08-09) Crystal Newton	622-2218

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – March 6, 2008

Roll Call & Introductions – A quorum was present (15 of 16 PDA Board members present)

Meeting Restructuring Information – Linda Johnson went over new structure of meeting: Chief & City report will be first on agenda, voting business will come next, then announcements (all these 8 am – 9am); special presentations will be at 9 am, followed by various reports.

Police Beat – Chief Nielsen – Continue to be at full staffing (2 almost finished with training), some new SHIELD members; went over recent calls

City Report – Gary Pigg – MORE will be doing additional cleaning day; Community Cleanup Day is scheduled for 4/19 behind the Library; new newsletter should be available next week

Business – El Dorado Youth Commission request: discussion & vote – youth group came to meeting, talked about history and reasons behind ED Youth Commission (directly under BOS), getting youth projects going in county, want to hold countywide youth fest to promote health & wellness in young people—want this to be on Main Street (activities for youths) to strengthen youth connection to community, requested that it be held on 7/20/2008, 11-4 pm, with Main Street closed & merchants open, lots of questions/suggestions, Youth Commission has regular meetings on 2nd & 4th Tuesdays, 6:30-8 pm at BOS chambers, Carol Patton made a motion to conceptually support the project on the date suggested but with more info coming back from the Youth Commission at a later time, seconded by Crystal Newton, motion carried; Flower Power – Lisa Crummett: committee wants to increase funding for flower supplies, wants to do more baskets (8 more for total of 16), went through proposed budget (want additional \$1000 to do minimum project), want to raise funds for future and start out by having fundraiser (Rhythm & Blooms on May 1st, \$25/ticket), add that money to grant fund and get a matching endowment (projected to add \$2500 to grant fund and get matching \$2500 from grant fund for total of \$5000), Sara Young made motion to accept proposal by Lisa, seconded by Chris Cole, motion carried; Wagon Train & Founder's Day – Lisa Crummett: This event has a price tag of \$15,000+ each year, sponsorships are down, possibility is having modified event for \$7000; could do modified event, take the year off and host bigger event next year, lots of discussion, Carol Patton made a motion to have a modified Founder's Day event contingent on the Wagon Train coming through, 2nd by Mary Meader, motion carried; Farmer's Market – Lisa Crummett: this will be an added event (put on by Farm Trails organization) on Wednesdays (mid-June thru Sept) from 5pm to dusk around the Bell Tower, PDA already has approved \$2500 for advertising budget for Main Street Farmer's Market, Farm Trails organization will have special party prior to Farmer's Market to publicize it (private party) to about 150 people, need approval of date & time, Carol Patton made motion to accept dates & times for Farmer's Market, 2nd by Sara Young, motion carried; Grant Marketing Committee suggestions – Lisa Crummett: consensus is to focus on better web presence (no vote); set date for nighttime meeting, can use the Cozmic Café, suggested date/time is Monday, April 14, 7:00

Announcements – Marketing & Event report – Lisa Crummett: Clip & Stroll is on 3/13, 14 & 15, business showcase is on 3/14 & 15, person doing PDA commercial is taking folks for \$200 to add to PDA commercial—see Lisa, talking about new event in August (Heads & Beds)—will talk about it more next month; Girl's Night Out was a great success—many businesses did very well and many wanted to do the event more; stagecoach rides will be every 3rd Saturday, 12-4 pm

Highway 50 Project – Mike Restaino (CalTrans): Talked about the 3 locations of the project: location 1 where Placerville Drive goes under Hwy 50, location 2 is the Canal, Spring & Bedford entrance/exit widening and the auxiliary lane on eastbound Hwy 50 (should be paved late May, early June), Location 3 is the sewer system replacement (which is about 90%+ complete); now trying to open eastbound Forni Road to PV Drive & Hwy 50 (about a month); working in parking areas at Main St. & Canal St. (completion in about 2 months); working on Pedestrian overpass, after April 15, will start working in the creek on widening of the 3 bridges, traffic on Placerville Drive both ways should be completed by late summer, work along Hwy 50 (wall) should be completed soon, all work should all be done by January 2009, also questions to Mike re moving barriers and fixing holes; Rick Tippett: about ½ way done on Center St., about to start fixing the sewer by DA's office, will need to do sewer line in Fox lot soon which will necessitate removing a few parking spots for a time, hope to get rid of utility wires on lower Main soon too

Grant Report – Jeff Thoma: have \$38,000 left

Treasurer's Report – Ann Totherow – have balance of \$54,632

Chamber Report – Deb Jensen: Talked about Business Showcase, visitor's guide

Open Forum

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

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting April 3, 2008, at Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, April 3, 2008; 8AM – 10AM 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 (8:00-8:05)

Police Beat – Chief (8:05-8:15): discuss policing on Main Street

City Report – Gary Pigg (8:15-8:20)

Business (8:20-8:40)

- El Dorado Youth Commission: discussion & vote on 7/20 Youth Fest street closure
- Girl's Night Out Summer Fling discussion

Announcements (8:40-9:00)

- Merchant of the Month
- Marketing & Event report – Lisa Crummett
- Flower Power Rhythm & Blooms fundraiser
- Farmer's Market starts mid-June, 5 pm to dusk; please stay open late for this event!
- Art on Parade
- Look at Christmas Decorations
- KCRA A List voting: please vote for Placerville's Main Street merchants! (voting closes 4/18)
- PDA night meeting – 4/14, 7 pm, Cozmic Cafe

Highway 50 Project – Rick Tippett (9:00-9:15)

Grant Report (9:15-9:20) – Jeff Thoma

Treasurer's Report (9:20-9:25) – Ann Totherow

Chamber Report (9:25-9:30)

Open Forum (9:30-10:00)

Executive Board Meeting Dates

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

PDA General Meeting Dates

1st Thursday of the Month, 8AM – 10AM; next meeting May 1 at The Cary House

PDA Board of Directors 2008			
(07-08) Ann Totherow (T)	626-1444	(08-09) Chris Cole	642-8481
(07-08) Linda Johnson (P)	344-0452	(08-09) Carol Patton (VP)	626-3554
(07-08) Dave Morrill	642-1074	(08-09) Nate Ross	621-4453
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(07-08) Sara Young	622-4900	(08-09) Roxanne Sefrain	621-9901
(07-08) Jeff Thoma	626-1810	(08-09) Susie Huber	622-0111
(07-08) Sam Muscarello	626-0700	(08-09) Crystal Newton	622-2218

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – April 3, 2008

Roll Call & Introductions – A quorum was present (11 of 16 PDA Board members present)

Police Beat – Chief Nielsen: Have 2 officers almost complete with training & 1 about half done (another resigned); 11 active SHIELD members; hope to staff up to 12 cadets; Sat 4/19, 10 am, will be “Walk a Mile in Her Shoes” event on Main St.; New Morning fundraiser at Hangtown Grange on 4/19; had two significant traffic collisions to deal with; safety restraint enforcement: has been going on at 5 different intersections in Placerville (most time at Green Valley & Ballard) and looking for other items during this period too; emails of City folks have changed to [first name initial & last name]@cityofplacerville.org; questions: can SHIELD walk around the garage? Points made about kids on 2nd & 3rd floor of garage

City Report – Gary Pigg: Community cleanup day on 4/19, 9-3 (recycling, yard waste and trash) on Fair Lane behind the library; Farmer’s Market starting up in June (Wednesday nights); John Driscoll: City has decided to not put any funding into Founder’s Day (due to bad economy & low sponsorships), may change it to every 5 years (potentially have it next year for the 155th anniversary of Placerville and the 60th anniversary of Wagon Train), this will impact PDA’s budget due to potential of \$2K from Beer Garden during event, Broadway may do an event in their area for Founder’s Day/Wagon Train; new parking tags are going to start being used after April 12—let John or Gary know if any problems getting new tags

Business – El Dorado Youth Commission request: discussion & vote: Ann Totherow & Linda Johnson met with Youth Commission and members came back to this meeting to get approval from merchants to close street for Youth Fest (focus will be on health & wellness for youth) on 7/20 (Sunday, 10:30-3:30), there will be lots of booths on Main Street and street will need to be closed (handouts), they are also very open to having merchants have booths on Main Street too; will also be a walkathon around the same time on the bike trail; Mary Meader made a motion to support the closing of Main Street for the Youth Fest on 7/20, 2nd by Les Russell, motion carried; Girl’s Night Out Summer Fling discussion – Lisa Crummett: would like to have another event on 8/16 (3rd Sat in August) and use “Summer Campaign” money in budget (\$1K) for that event and have a buy-in for merchants of about \$25, lots of discussion, Carol Patton made a motion that PDA allocate the \$1K meant for the summer campaign to Girl’s Night Out Summer Fling on 8/16, 2nd by Crystal Newton, motion carried

Announcements – Marketing & Event report – Lisa Crummett: have calendars and posters for merchants, Business Showcase happened and was better on Saturday (PDA shared booth with museum & Gold Bug Park), Brewfest on June 28; Rhythm & Blooms fundraiser will be on 5/1, 7-10 pm at old Harley-Davidson building (cleaning party on 4/15), will have band, food, no-host bar, selling raffle tickets, cost will be \$25/ticket; Farmer’s Market starts on June 11, 5 pm; Art on Parade: have 30 applications for 29 spots (will debut on Main Street on June 7); put some Christmas decorations on poles to test the looks; KCRA A-List voting – Bill Robinson: have until 4/18 to vote for Placerville businesses on the KCRA website (www.kcra.com); PDA night meeting – Linda Johnson: our yearly PDA night meeting is on 4/14, 7 pm at the Cozmic Café; Car show is May 18

Highway 50 Project – Rick Tippett: close-down of Bedford starting this Wednesday (one-way open coming into town from Hwy 50); contractor working hard to keep left turn lane open coming from east, want to get pedestrian bridge at Bedford open in next 3-4 months; for the PV Drive—Main Street bridge, they are getting the bridge rails up and the striping done so that there will be access to Hwy 50 from Forni Road, doing grading in front of KFC; PG&E, AT&T & SBC are coming in to lay underground conduits at west end of Main Street, hoping that bridge from PV Drive to Main Street will be open in about a month for one-way traffic from PV Drive to Main Street, working on bridge for Main Street to PV Drive and the westbound off ramp from Highway 50 to Placerville Drive; lots has been done underground, paving on eastbound lane to start soon; will be electrical power on retaining wall for Christmas trees

Grant Report – Jeff Thoma: spent \$2553, earned \$120 interest, current balance of \$35,380

Treasurer’s Report – Ann Totherow: have \$45,664 in checking & savings

Chamber Report – Jody Franklin: Calif Healthy Writers came to town & went to Winterhill, Wild Mountain, Susanna Bannana’s & Cozmic Café for lunch, like walkability of Main Street, another writer from Explorer’s Guide to Northern California coming in August, German travel show coming tomorrow night to look at Coloma and have given info to them about Placerville, would like to have any statistics merchants might have for visitors

Open Forum – discussion about tee shirts, April 14th meeting is budget/brainstorming session, Founder’s Day, All-Star Gymnastics is hosting state championship coming up and looking for advertising (contact Ann Totherow), Gold Country Artists Gallery is decorating & selling canvas bags and proceeds will go to Flower Power effort; El Dorado Cougars is having a Taste of Main Street at the Carl Borelli amphitheater (tickets are \$15) with proceeds going to El Dorado High School music program (see Sue Rees)

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, April 17 (Stamp It Rich)

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

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – April 14, 2008 (Special Night Meeting)

Roll Call & Introductions – A quorum was not present (5 of 16 PDA Board members present); total of 8 people attended

Open Forum

Secretary ran an informal meeting as there was no agenda and very few members present. Decided to just have an Open Forum.

Lisa Crummett talked about events: had calendar (Founder's Day event is still on calendar even though it is not happening) for people attending, Broadway Assn may/may not do something; also distributed Rhythm & Blooms fundraiser flyer; getting raffle prizes from merchants, Les donating an afternoon for a couple that he would drive around to wineries in his as raffle prize, would be silent auction for higher end items; will have celebrity bartenders & 4 restaurants are providing food, have to sell 100 tickets to break even (have sold 7 so far), having cleanup on 4/15 at 8 am; Hot Diggity is the band; tickets available at various locations around town (Annieberries, River City Bank, Kiddly Winks, Placerville Clothing and online at www.placervilledowntown.com), will be a story about it in Mountain Democrat and contacted networks in Sac (may happen, don't know yet); Brewfest coming up on 6/28, tickets will be \$30 and available at various locations downtown and online at www.placervilledowntown.com; car show coming up on 5/18 (getting lots of applications); Banners on Parade going up in early June (artists also will be painting in a small Art on Parade design on the back which is in between the City's logo on the top and PDA's logo on the bottom); Youth Fest in July

Bill Robinson talked about the bags being decorated and sold at Gold Country Artists Gallery to benefit Flower Power (can bring any left-over bags to fundraiser), the Sierra Wildlife Rescue fundraiser event on April 27 at the David Girard Winery (Gold Country will be displaying & selling art); also mentioned that fact that what works best for Gold Country Artists Gallery is our email newsletter that goes out every month; talked about the Main Street News newsletter that comes out every 2 months (www.mainstreet.org is part of the National Trust for Historic Preservation) that tries to help Main Streets all across the country and they also have a Listserv that lots of Main Street marketing directors subscribe to and get messages from (Bill is culling messages that may be of value to Main Street in Placerville), Doug suggested forwarding those messages to another email account that anyone on PDA could look at

Chris Cole talked about the "Taste of Main Street" fundraiser for the music dept of El Dorado High School, cost will be \$12 (Bill Robinson will contact Sue Rees to get info to send out to PDA members); she mentioned that Cozmic Café will be represented at the library (food) on April 26th during the Earth Day celebration, entertainment at Cozmic Café is booked up through August—have lots of great entertainment coming, wants to offer some culture to the community; talked about partnering with Gold Country Artists to have them put some of their art on their one big wall that they have downstairs; Chris mentioned the latest edition of the Vine Times with Warren Dayton's art-ad in it; spoke of how the local restaurants are trying to get together in some kind of organization to collaborate on things; Chris spoke of the fact that with the dollar down, there will be a lot of overseas travelers coming through town (potentially)

Doug Braaten: asked about email list for downtown merchants, Bill has list of merchants on Main Street and wants to fill out at least email addresses & phone numbers and plans on going around to fill out the list; Doug talked about doing a group full-page ad for merchants downtown (on May 7) through in political insert in Mountain Democrat, Village Life & Extra; they are also putting together an ad touting where to spend your tax refund/stimulus money to come out on May 6; Cider Press & Farm Trails coming out with co-op ads in them; note that **Farm Trails & Visitor's Guide** and **Cider Press** are very good to give out at your businesses and there are a lot of them printed each year—should be out soon for this year (and should have some at the PDA meetings) and they are distributed to about 500 sites between San Francisco to Reno; suggested that we consider redoing tri-fold brochure that was more focused on merchant businesses downtown (Lisa suggested he get together with Marketing Committee) to have at various locations; talked about getting tour busses into town and trying to find places where busses can stop to drop off passengers and then where to park the busses to wait (possibility: drop off at Park and Ride and have trolley bring them downtown or drop their passengers off at the Cozmic Café area, drive to the park and ride to park, then pick them up at the other end of town sometime later

Les Russell mentioned that he will be coming around asking for sponsorships for car show (probably about \$40 or so)

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, April 17 (Stamp It Rich)

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

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, May 1, 2008; 8AM – 10AM 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 (8:00-8:05)

Police Beat – Chief (8:05-8:15)

City Report – Gary Pigg (8:15-8:20)

Business (8:20-8:30)

El Dorado Arts Council – Deb Jensen: potential for storytelling festival in Placerville

Announcements (8:30-9:00)

- Merchant of the Month – What’s the Scoop
- Marketing & Event report – Lisa Crummett
- Flower Power Rhythm & Blooms fundraiser
- Farmer’s Market starts June 11, 5 pm to dusk; please stay open late for this event!
- Brewfest 6/28, 6-9 pm – Hosts need to get \$50 to Annieberries by May 28—1st come, 1st served!

Highway 50 Project – Rick Tippett (9:00-9:15)

Grant Report (9:15-9:20) – Jeff Thoma

Treasurer’s Report (9:20-9:25) – Ann Totherow

Chamber Report (9:25-9:30)

Open Forum (9:30-10:00)

Executive Board Meeting Dates

4th Thursday of the Month, 8:30AM, May 22 (Stamp It Rich)

PDA General Meeting Dates

1st Thursday of the Month, 8AM – 10AM; next meeting June 5 at The Cary House

PDA Board of Directors 2008			
(07-08) Ann Totherow (T)	626-1444	(08-09) Chris Cole	642-8481
(07-08) Linda Johnson (P)	344-0452	(08-09) Carol Patton (VP)	626-3554
(07-08) Dave Morrill	642-1074	(08-09) Nate Ross	621-4453
(07-08) Mary Meader	622-4510	(08-09) Les Russell	622-2979
(07-08) Bill Robinson (S)	626-9177	(08-09) Larry Caso	626-8651
(07-08) Sara Young	622-4900	(08-09) Roxanne Sefrain	621-9901
(07-08) Jeff Thoma	626-1810	(08-09) Susie Huber	622-0111
(07-08) Sam Muscarello	626-0700	(08-09) Crystal Newton	622-2218

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – May 1, 2008

Roll Call & Introductions – A quorum was present (11 of 16 PDA Board members present)

Police Beat – Chief Nielsen: Heading into heavy events season; National Night Out kickoff meeting on 5/15 at Town Hall (over last 4 years, Placerville has been either #1 or #2 in the nation for participation of cities our size), the NNO event will be on August 5; made drug arrest in garage & concentrating on garage in general; camera system working well; had 60 extra patrols downtown (30-60 mins each); Chief wants to have people call or email when there is any problem downtown

City Report – Gary Pigg: For old City Hall, had 8 brokers apply for RFP and city will be reviewing their qualifications & proposals & hope to have broker on board by next week; community cleanup collected over 45 tons of stuff (and Hospice was there and got donations too)—will be doing another one in the fall; light pole at RT Pizza was damaged and parts have been ordered; person by name of Lynn Murray checking downtown Placerville from an ADA perspective to try to be proactive; Randy Pesses: Contractor for Hwy 50 project can now get into creek to do work, is working on sidewalk & bridge near Bedford, getting the grading done on Hwy 50 for additional lane; mentioned sewer collection issue and potential change that may be proposed to deal with it—when a property changes hands, the portion of the sewer line owned by the property owner be inspected, tested and repaired as necessary to tighten up leaks and/or fix any problems, have a draft ordinance prepared and Randy is sharing with many groups around town (has copies available for interested people), no date set yet for City Council consideration

Business – El Dorado Arts Council – Deb Jensen: EDAC's specific task is to be an umbrella to all the arts and culture going on in the community; thinking of putting together a storytelling festival for some time in the future in downtown Placerville—these can fuel lots of business into the local economy for a weekend event and lots of businesses can get involved; wants to know if PDA is interested in partnering with EDAC in this effort, Deb will send PDA Secretary list of festivals coming up distribution; EDAC also wants to partner with PDA for any art-related events and for Third Saturday

Announcements – Merchant of the Month: What's the Scoop (Phil & Diane Huie) – at site of old Hillsider and mimicked after old-fashioned ice cream parlor, will have advertising on back of their menus (free—email to them at phil.huie@sbcglobal.net), opening today and hours will be 10am-7pm Sun-Thu, 10am-9pm Fri & Sat (may change as time goes on), also carry pies from Sierra Rizing, will have hot dogs from the Hot Dawgs place next door; Marketing & Event Report: Lisa Crummett – Rhythm & Blooms fundraiser is tonight (fundraiser for Flowers on Main Street) starting at 5:30, had small fundraiser at Steamers last Thursday evening (have about \$2400 so far); had copies of "Ten Tips to Build Customer Loyalty" as handouts at the meeting; car show is on May 18; (sponsorships still available), posters available; Farmer's Market scheduled to start on June 11 (5 pm to dusk); Brewfest is on 6/28, 6-9 pm; getting applications for craft faire & antique faire; Founder's Day: City cannot provide any money to sponsor Founder's Day and has gotten minimal sponsorships; city has said they would contribute \$1000 to a street dance, Lisa handed out sheet with cost estimates for a street dance on Founder's Day (\$3900), Wagon Train is still coming through (staging their vehicles at BofA) and want to leave a couple wagons on Main Street, Chris Cole made a motion that we postpone having a Founder's Day event downtown this year and do it next year, 2nd by Carol Patton, motion carried

Highway 50 Project – Rick Tippett: Bedford is shut down in one direction and they are working on Bedford bridge and the other two bridges (will get all the bridges done this summer), working on new lane every night and hoping to pave it over the next couple of weeks, want to get rid of potholes from sewer trenches, working on pedestrian overcrossing over Bedford, new traffic signal poles are in, once rail is on PV Drive to Main Street connector, they are hoping to open the connection from Forni road to the Hwy 50 onramp, PG&E supposed to finish soon and get sidewalks in on lower Main street and pushing to be done with that by Memorial Day; PDA will encourage businesses to decorate and do what they can

Grant Report – Jeff Thoma: spent \$2433, earned \$119 interest, current balance of \$35,379

Treasurer's Report – Ann Totherow: have \$37,980 in checking & savings

Chamber Report – Article coming out in California Healthy Living magazine about El Dorado County (about 4 pages worth); writer coming in August (7-11) who is writing an Explorer's Guide to Northern California

Open Forum – Linda Johnson encourages people to get involved in what's happening downtown; Bill Robinson asked if we could have more businesses open on 3rd Saturday & during discussion about this, Deb Jensen said she will meet with Marketing Committee to try and improve this & there was a suggestion to revive the 3rd Saturday Committee; comment about how EDHS does not allow local florists to deliver to the school, but they do allow people to sell flowers on campus because the school gets a cut of it, also EDHS does not allow local businesses who do tuxedos to distribute flyers, yet Men's Wearhouse gave flyers with a coupon (which gave kickback to EDHS)—want to make sure the school knows, so let kids know when they come in for donations, Matt volunteered to write a letter that merchants could use to send to the school; Lisa asked that people be thinking about what your activity will be for Girl's Night Out in August for publicity purposes (deadline is the July 10 PDA meeting)

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

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting June 5, 2008, at Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, June 5, 2008; 8AM – 10AM 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 (8:00-8:05)

Police Beat – Chief (8:05-8:15)

City Report – Gary Pigg (8:15-8:20)

Business (8:20-8:30)

Information regarding upcoming brainstorming meeting to improve business – see tentative agenda (attached)

Announcements (8:30-9:00)

- **The next PDA meeting will be on Thursday, July 10** (due to July 4th holiday)
- Merchant of the Month – Courtyard Cafe
- Marketing & Event report – Lisa Crummett
- Weekly Farmer's Market starts Wednesday, June 11, 5 pm to dusk; please stay open late for this event!
- Brewfest 6/28, 6-9 pm – get your check to Lisa ASAP!
- Report on “Taste of Main Street” – Sue Rees
- Placerville's Wagon Train activities will take place at The Mountain Democrat lot (**not** Main Street) on June 7th from 11-3 PM; the Wagon Train will pass through Main Street on the final leg of their trip around 4PM that day
- Next Girl's Night Out will be on August 16 – please call Lisa with your activity by July 1st
- Flower Power update
- The 2008 Banners (“Banners on Parade”) are premiering on Main Street during the first week of June

Highway 50 Project – Rick Tippett (9:00-9:15)

Grant Report (9:15-9:20) – Jeff Thoma

Treasurer's Report (9:20-9:25) – Ann Totherow

Chamber Report (9:25-9:30)

Open Forum (9:30-10:00)

Executive Board Meeting Dates

4th Thursday of the Month, 8:30AM, June 19 (Stamp It Rich)

PDA General Meeting Dates

1st Thursday of the Month, 8AM – 10AM; **next meeting July 10** at The Cary House

PDA Board of Directors 2008			
(07-08) Ann Totherow (T)	626-1444	(08-09) Chris Cole	642-8481
(07-08) Linda Johnson (P)	344-0452	(08-09) Carol Patton (VP)	626-3554
(07-08) Dave Morrill	642-1074	(08-09) Nate Ross	621-4453
(07-08) Mary Meader	622-4510	(08-09) Les Russell	622-2979
(07-08) Bill Robinson (S)	626-9177	(08-09) Larry Caso	626-8651
(07-08) Sara Young	622-4900	(08-09) Roxanne Sefrain	621-9901
(07-08) Jeff Thoma	626-1810	(08-09) Susie Huber	622-0111
(07-08) Sam Muscarello	626-0700	(08-09) Crystal Newton	622-2218
Lisa Crummett: PDA Marketing Director – 644-2276			

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – June 5, 2008

Roll Call & Introductions – A quorum was present (12 of 16 PDA Board members present)

Police Beat – Chief Nielsen: Changes in officer's shifts started June 1st (Sgt. John Kunkle will be concentrating on downtown issues); Linda VanHorn of Support Services is retiring and Aaron Pratt is replacing her as Support Services Supervisor; did a "Choices & Consequences" program for teens earlier this month with good response; talked about various events coming up (Wagon Train, County Fair, Brewfest) and cases that happened in and around downtown; Chief encourages PDA members to contact Sgt. Kunkle (but can also contact Chief); non-emergency police phone number is 642-5280

City Report – Gary Pigg: talked about putting up banners in windows for Wagon Train; broker signs on City Hall; budget process is reviewing parking; new City Gold newsletter is out

Business – Information regarding upcoming brainstorming meeting(s) to improve business on Main Street: want people to come to the meeting(s) with ideas; Carol Patton trying to find facilitator from Sierra Business Council for our meeting(s); proposal is 2 meetings: one morning and one evening; settled on 1st meeting on 6/17, 8-10am at Tomei's, then 2nd meeting on 6/23, 6-8pm at Tomei's

Announcements – Next PDA meeting will be on Thursday, July 10; Merchant of the Month: Courtyard Café (Dave Morill): taking proactive approach, have space now for about 150 people (inside & outside), inside is about 2800 sq ft; jazz starting up soon (Sat, 1-4), 5 wine dinners scheduled this year, will start serving dinners this month ("Mom's" cooking), will doing music inside in fall/winter months, becoming more involved in 3rd Saturday Artwalk & other downtown activities; marketing & event report – Lisa Crummett: Brewfest coming up 6/28—Main Street will be closed from Sacramento Street up to Clay Street, bands will be on Main Street, there will be food on Main Street; Farmer's Market coming up—will be around Bell Tower and east in the parking spaces on the street; did very well on Rhythm & Blooms fundraiser; flowers on the Bell Tower; next Girl's Night Out is on 3rd Sat in August (8/16); banners going up on Main Street on Monday and will have brochures soon; students from EDHS were at meeting to thank PDA for help with "Taste of Main Street"

Highway 50 Project – Rick Tippett: connector from PV Drive to Main Street opens (one way) tomorrow, westbound will be open towards end of summer; will be closing PV Drive offramp (westbound from Hwy 50) for 2 weeks later this summer to complete the new offramp; working on bridges (Bedford, Canal, Spring) and hoping to be done by 10/15 with all work on bridges; there will be Christmas trees this year (fences going up soon, there are plugs for the trees); majority of project should be done by sometime in October, but contract actually shows full completion in Feb 2009; will be paving Hwy 50 soon (starting with median, then new lane); Bedford should be open both ways by early August; on another note, there will be no work anytime soon on paving the main part of Main Street

Grant Report – Jeff Thoma: have \$34,000 in grant funds left

Treasurer's Report – Ann Totherow: have \$35,409

Chamber Report – new website is up (visit-eldorado.com); tourism industry up 4% over previous year; trying to incorporate Tahoe side in EDC tourism activities as partners

Open Forum – concern expressed about how to get ideas implemented after the meetings coming up and how to get the word out about the meetings to the merchants; farmer's market is a great opportunity for merchants to get customers into their shop and flags are available for merchants; complements to Les Russell for car show; statement made that nothing is open on Main Street in the evenings—businesses that are open get complaints that nothing else is open; suggestion to have an "Apple Festival" (Mike Tomei volunteered to be on/chair the committee); EDWA is having Harvest Festival on 9/13 & 9/14—maybe we can partner; idea came up to embrace Hwy 50 turmoil to create festival/party at end of construction

Executive Board Meeting Date – 4th Thursday of the Month, 8:30AM, June 26 (Stamp It Rich)

PDA General Meeting Dates – 2nd Thursday of the Month, 8AM; next meeting July 10, 2008, at Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, July 10, 2008; 8AM – 10AM 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 (8:00-8:05)

Police Beat – Chief (8:05-8:15)

City Report – Gary Pigg (8:15-8:20)

Business (8:20-8:30)

Heritage Association Placerville Walking Tour guide reprint

Announcements (8:30-9:00)

- Merchant of the Month – Window Box Antiques
- Marketing & Event report – Lisa Crummett
- Next Girl's Night Out will be on August 16
- Flower Power update
- Jazz in the Plaza
- Youth Fest on July 20
- Flags available for Farmer's Market at \$20 each
- Jazz Jubilee cancelled for 2008

Highway 50 Project – Rick Tippett (9:00-9:15)

Grant Report (9:15-9:20) – Jeff Thoma

Treasurer's Report (9:20-9:25) – Ann Totherow

Chamber Report (9:25-9:30)

Business Brainstorming Meeting synopsis (9:30-9:50) – see separate sheets attached

Open Forum (9:30-10:00)

Executive Board Meeting Dates

4th Thursday of the Month, 8:30AM, July 24 (Stamp It Rich)

PDA General Meeting Dates

1st Thursday of the Month, 8AM – 10AM; next meeting August 7 at The Cary House

PDA Board of Directors 2008			
(07-08) Ann Totherow (T)	626-1444	(08-09) Chris Cole	642-8481
(07-08) Linda Johnson (P)	344-0452	(08-09) Carol Patton (VP)	626-3554
(07-08) Dave Morrill	642-1074	(08-09) Nate Ross	621-4453
(07-08) Mary Meader	622-4510	(08-09) Les Russell	622-2979
(07-08) Bill Robinson (S)	626-9177	(08-09) Larry Caso	626-8651
(07-08) Sara Young	622-4900	(08-09) Roxanne Sefrain	621-9901
(07-08) Jeff Thoma	626-1810	(08-09) Susie Huber	622-0111
(07-08) Sam Muscarello	626-0700	(08-09) Crystal Newton	622-2218
Lisa Crummett: PDA Marketing Director – 644-2276			

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – July 10, 2008

Roll Call & Introductions – A quorum was present (12 of 16 PDA Board members present)

Police Beat – Chief Nielsen: Brewfest went well; Youth Fest coming up on 7/20; National Night Out on Tuesday, August 5 (#1 or #2 nationwide for our size of city over last 4 years); gave kudos to Lisa as events coordinator for PDA; introduced Sgt. John Kunkle (johnkunkle@cityofplacerville.org) as main contact for Main Street merchants downtown, who talked about COPS program and various issues downtown that he wants to address;

City Report – Gary Pigg: no report

Business – None

Announcements – Merchant of the Month: Window Box Antiques – 5 people in business (10-5), a cooperative, Black Oak Mall (460 Main Street); marketing & event report: Lisa Crummett – kudos to Lisa from President Linda Johnson for work that she does, Brewfest was a huge success (40 breweries, 140 volunteers, sold all but 7 tickets, most incident-free ever, over half of tickets sold online, 3-4,000 people, \$27-\$30K profit), have 75 vendors signed up for Crafts Faire, Girl's Night Out coming up 8/16, businesses who are doing something that night need to contact Lisa and restaurants need to contact Sue Rees if offering any specials, marketing meeting coming up, city has earmarked \$10K for PDA for promotional money this year (less than previous years), 65-70 vendors for Youth Fest, flags for Farmer's Market are \$20 each; Flower Power: Carol Patton – talked about flower baskets that still have to be put up (8 baskets this year); Jazz in the Plaza: Sara Young – thanked merchants, 1-4 pm every other Saturday, city given them free parking behind Murray & Downs; Annette Schoonover (Winterhill) has volunteered to put together flyer for Farmer's Market and she also talked about the walker they have hired; Jazz Jubilee: Pat Monzo – Jazz Jubilee on 10/7/08 has been cancelled due to lack of sponsorships, but hoping to have a fundraiser for it; Lisa Crummett talked about possible Apple Festival, but cannot do it this year—tentatively planned for 2009 Labor Day weekend; suggestion by Mike Tomei that PDA needs to do something for 4th of July

Highway 50 Project – Rick Tippett: Waterline connections at Bedford and Main Street need to be redone, so water needs to be shut off for one night (not sure exactly when—will let everyone know); new bridge is in place on Bedford and hoping to have 1 lane in and 1 lane out of town (should be all done September sometime); still saying they will be done in September/October; Forni & Main Street connection is now open; will shut down the westbound off ramp from Highway 50 to PV Drive after Labor Day (hoping to have two-way traffic PV Drive–Main Street possibly before that); also working on other two bridges (need to build the deck); will be power along Highway 50 for Christmas trees and access for people to put up trees; need to redo the lampposts (put bases on); suggestion that we have celebration after project is done

Grant Report – Jeff Thoma: have \$34,586 in Grant Fund; people can put in request via grant form (available for download from PDA website) for money to help promote downtown

Treasurer's Report – Ann Thorrow absent; Lisa Crummett reported that we have about \$71,000 in accounts

Chamber Report – Jody Franklin: raved about the great partnership between PDA and Visitor's Authority; ads in Sunset and article about Placerville in October Sunset magazine; Visitor's Authority would like feedback on effectiveness of ads if any merchants can provide that information to them; Sunset website will also have info on it re Placerville, along with link to PDA website; have link from Visitor's Authority website to PDA website; Sunset has offered discounted rate for ad for October if anyone wants to take advantage of it

Business Brainstorming Meeting Synopsis – Linda Johnson: Linda spoke about using email to do conversations about various items; suggestion was made to use Blogs instead of never-ending emails. Blogs that Doug Braaten set up are these: promotehistoricplacervilleetc.blogspot.com (for use by PDA members) and historicplacerville.blogspot.com (for use by visitors to Placerville and to put on the PDA website); PDA emails are mainly to be used to distribute PDA business (agendas, minutes, etc.); nothing more on business meeting.

Open Forum – Bill Robinson showed Banners poster and brought it up that Art on Parade will be selling posters at \$20 for 24x36 on glossy paper and \$25 for 24x36 mounted on backing board and will be taking orders for posters; Susie Huber brought up item about transportation commission; Placerville Clothing and Blue Skies will be having summer sale this coming weekend; question about locking up bikes (Linda Johnson will ask City about this), also question about benches and how to get them;

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

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting August 7, 2008, at Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, August 7, 2008; 8AM – 10AM 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 (8:00-8:05)

Police Beat – Chief (8:05-8:15)

City Report – Gary Pigg (8:15-8:20)

Business Brainstorming Meeting discussion (8:20-8:40) –

Business (8:40-8:50)

El Dorado Winery Assn Tour De Vine Harvest Fest (Sept. 13,14) and possible tie-ins. - Jolaine Collins

Announcements (8:50-9:00)

- Marketing & Event report – Lisa Crummett
- Bike racks
- 10/18/08 Art & Wine Festival hosts – get \$50 hosting fee to Lisa at Annieberries

Highway 50 Project – Rick Tippett (9:00-9:15)

Grant Report (9:15-9:25) – Jeff Thoma

- Heritage Association Placerville Walking Tour guide reprint grant request
- Christmas decorations grant request

Treasurer's Report (9:25-9:30) – Ann Totherow

Chamber Report (9:30-9:40)

Open Forum (9:40-10:00)

Executive Board Meeting Dates

3rd Thursday of the Month, 8:30AM, August 21 (Stamp It Rich)

PDA General Meeting Dates

1st Thursday of the Month, 8AM – 10AM; next meeting September 4 at The Cary House

PDA Board of Directors 2008			
(07-08) Ann Totherow (T)	626-1444	(08-09) Chris Cole	642-8481
(07-08) Linda Johnson (P)	344-0452	(08-09) Carol Patton (VP)	626-3554
(07-08) Dave Morrill	642-1074	(08-09) Nate Ross	621-4453
(07-08) Mary Meader *	622-4510	(08-09) Les Russell	622-2979
(07-08) Bill Robinson (S) *	626-9177	(08-09) Larry Caso	626-8651
(07-08) Sara Young	622-4900	(08-09) Roxanne Sefrain	621-9901
(07-08) Jeff Thoma	626-1810	(08-09) Susie Huber	622-0111
(07-08) Sam Muscarello	626-0700	(08-09) Crystal Newton	622-2218
Lisa Crummett: PDA Marketing Director – 644-2276			
*Last year on the PDA Board			

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – August 7, 2008

Roll Call & Introductions – A quorum was present (10 of 16 PDA Board members present)

Police Beat – Sgt. John Kunkle: Talked about summer COPS enforcement, plain clothes details working well, #1 violation in downtown Placerville is blocking the sidewalk (top 3 places are the bench at Clay & Main St., stairwell in parking garage near Centro, front of City bars on Main St.), no complaints on rooftop access recently (lots of unlocked gates and easy access points that need to be taken care of by business/building owners, will be watching congregation spots after school starts, signs on sidewalks are not acceptable (by city ordinance)

City Report – Gary Pigg: new city newsletter, park & rec department survey that the city would like people to fill out, Farmer's Market going well and there are requests to add wine tasting and crafts, city website got 30,000 hits last month, people looking at websites more, would like pictures of Placerville from people for Placerville City website (send to gpigg@cityofplacerville.org).

Business Brainstorming Meeting Discussion – Of Executive Board members, only Bill Robinson (Secretary) is present and running the meeting, so didn't want to get into major business discussion without all the players here; wanted to find out about preferences of PDA meeting attendees for morning or evening meeting with just a show of hands: morning meeting—10, evening meeting—9, then might have one morning and one evening meeting, will have more meetings soon

Business – Kris Payne from EDC Hist Soc made short presentation about creating more advertising for the museum and its role as a business on Main Street that can help other businesses, showed potential design for tee shirt; Jolaine Collins from El Dorado Winery Association presented information about EDWA's Tour de Vine that is coming up on Sat & Sun 9/14 & 14 at 20 wineries in the county so as to give Main St. business owners a chance to tie into their event (see more at www.eldoradowines.org) – they are promoting it with "Come for the day—stay for the weekend", will be advertised in newspapers and linked to from other websites, hope to tie into the agri-tourism effort

Announcements – Marketing & Event report – Lisa Crummett: this coming Sunday (8/10) will be Crafts Faire on Main Street, Girl's Night Out is Saturday, August 16, Antique Faire is still taking applications, Art & Wine Festival taking checks (\$50) for hosting (lots of wineries), Parks & Rec are trying to get grant for bike racks (call city about it)

Highway 50 Project – Rick Tippett: Bedford will be open both ways by this weekend; there is a plan to close the left-turn lane from Hwy 50 to Bedford to enable construction of pedestrian overpass (will be signs east of Mosquito road to notify drivers); also will need to shut off water line for work over one night; off-ramp from westbound Hwy 50 to Placerville Drive will close sometime during the week after Labor Day for a couple of weeks to construct the off-ramp, once that is complete, two-way traffic will soon be able to use the Placerville Drive to Main Street connection both ways; Canal Street bridge should be open soon; Rick thinks they will be almost all completely done by the end of October or early November; new eastbound lane will be used as a lane during construction of pedestrian overpass

Grant Report – Jeff Thoma: Have 2 grant requests – first one is to buy high-quality bows to hang on light posts on Main Street over the holidays to tie into Highway 50 & Main Street with decorations, each lamppost would have two bows on it and they would be put up at same time as the holiday banners, bows have 5-year guarantee, want to get 94 of them (for light poles along Hwy 50, parking lot, and light poles on Main Street), proposed cost in grant request is \$9000, Sam Muscarello made a motion to approve the grant request up to \$9000, seconded by Susie Huber, discussion: Christmas Committee will also be putting up wreaths in coordinated effort, will be stored at various businesses on Main Street, motion carried; 2nd grant request is from EDC Historical Soc for reprinting walking guide, before any motion was made there was talk of requests for more quotes for printing cost, this grant request was tabled until a further meeting; Grant fund has spent this year \$3495 and have earned interest of \$308 and currently have balance of \$34,633

Treasurer's Report – Ann Totherow absent (report by Lisa Crummett): have \$74,000 in the bank

Chamber Report – Jody Franklin: Had "Eye on the Bay" on Main Street filming, Northern California Explorer's Guide coming to also do article, Chamber also wants pictures showing Main Street, forming partnership with Sierra Heritage Magazine; Laurel Brent-Baum: Completed study mission to Portland, OR, in partnership with Rancho Cordova & Folsom and focused on urban-world connection

Open Forum – Apple Harvest Festival committee is meeting regarding festival for next year; comment about Reader's Choice sheet that is in Foothill Style magazine (ends August 10); comment about walking guide, suggestion to make it a PDF file downloadable from their website, comment about negativity around "noose" tee shirt image; Missouri Flat interchange opening 8/28, 10 am; good comments about Farmer's Market; Old Town Bakery opening soon

Executive Board Meeting Date – 4th Thursday of the Month, 8:30AM, August 21 (Stamp It Rich)

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

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, September 4, 2008; 8AM – 10AM 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 (8:00-8:05)

Police Beat – Chief (8:05-8:15)

City Report – Gary Pigg (8:15-8:20)

Business Brainstorming Meeting (8:20-8:25) – First meeting: 9/11/08, 8am, Cary House

Business (8:25-8:45)

- OSHA posting requirements
- Parking validation & group insurance discussion – Doug Braaten

Announcements (8:45-9:00)

- City Marketing Funds Spending Proposal (2008/2009) - Lisa Crummett
- Marketing & Event report – Lisa Crummett
- 10/18/08 Art & Wine Festival hosts – get \$50 hosting fee to Lisa at Annieberries
- Candidates forum for City Council members will be in October
- Banners on Parade posters
- PDA Board elections coming up – who wants to continue on Board? Those whose terms are expiring, let someone on Executive Board know
- Stagecoach rides every 3rd Saturday, 12-4
- We are evaluating lights on top of buildings; also, recent customer feedback says that some shops need to clean their windows (inside and out) and the sidewalks really need to be cleaned

Highway 50 Project & Christmas Trees– Rick Tippett (9:00-9:15)

Grant Report (9:15-9:25) – Jeff Thoma

El Dorado County Historical Society – Placerville Walking Tour guide reprint grant request

Treasurer's Report (9:25-9:30) – Ann Thorerow

Chamber Report (9:30-9:40)

Open Forum (9:40-10:00)

Executive Board Meeting Dates

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

PDA General Meeting Dates

1st Thursday of the Month, 8AM – 10AM; next meeting October 2 at The Cary House

PDA Board of Directors 2008			
(07-08) Ann Thorerow (T)	626-1444	(08-09) Chris Cole	642-8481
(07-08) Linda Johnson (P)	344-0452	(08-09) Carol Patton (VP)	626-3554
(07-08) Dave Morrill	642-1074	(08-09) Nate Ross	621-4453
(07-08) Mary Meader *	622-4510	(08-09) Les Russell	622-2979
(07-08) Bill Robinson (S) *	626-9177	(08-09) Larry Caso	626-8651
(07-08) Sara Young	622-4900	(08-09) Roxanne Sefrain	621-9901
(07-08) Jeff Thoma	626-9700	(08-09) Susie Huber	622-0111
(07-08) Sam Muscarello	626-0700	(08-09) Crystal Newton	622-2218
Lisa Crummett: PDA Marketing Director – 644-2276			
*Last year on the PDA Board			

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – September 4, 2008

Roll Call & Introductions – A quorum was present (13 of 16 PDA Board members present)

Police Beat – Chief – have been dealing with skateboarders, skate park, bicycles, transients & gang issues downtown & have had extra patrols throughout summer, arrests for drug activity in garage; small park at Ivy House parking lot is a problem they are working on; craft faire went well; 10/4 fundraising event at Town Hall for bloodhound program; visit from Governor to Placerville re budget impasse which is affecting Placerville too; question re Bedford and all the traffic problems due to light timing, kids on the stairs at the garage

City Report – Gary Pigg – Community Cleanup Day coming 9/27, 9-3, behind the Library; UC Chico providing workshop on 11/7, 2-4 pm in El Dorado Hills entitled “Understanding Your Local Economy,” which will be about how economics affect our local economy (call 530-898-4598 for more info); all trashcans were cleaned & liners replaced; will be doing some spot cleaning of sidewalks and will completely clean sidewalks after Halloween; Christmas Trees along Highway 50 will happen this year, Chamber is accepting applications for decorating trees

Business Brainstorming Meeting Scheduled – Meeting will be on 9/11/08, 8am at the Cary House, Carol Patton facilitating, agendas available at this meeting

Business – OSHA posting requirements: have had some imposters going around asking to look at your OSHA posting and want to charge you large amount for poster; can buy the package from OSHA for \$59.95 (or free download off the web at <http://www.dir.ca.gov/>); parking validation & group insurance discussion – Doug Braaten: Doug spoke about getting group insurance (medical, worker’s comp) through PDA downtown—would need committee, parking validation: could have parking rebates with signs and/or stickers to try and help parking issue (city is open to some plan)—still needs to be worked out via committee (Linda Johnson & Dave Machado will help)

Announcements – City Marketing funds spending report: Lisa Crummett – went over funds given to PDA by City, Carol Patton made a motion to approve the City Marketing Funds budget as submitted by Lisa, 2nd by Sara Young, motion carried (show of hands); Marketing & Event report: Lisa Crummett – Girl’s Night Out was great success, trying to fill Antique Faire (declining), Art & Wine Festival will have fewer wineries—anyone who wants a winery needs to get check in ASAP & already selling tickets, Bill Robinson talked about the 24x36 Banners on Parade posters that are available (could also have a poster made of individual posters); stagecoach rides will be every 3rd Saturday; will set a date for a candidates forum for City Council members at Cary House (candidates are Dave Machado, Mark Acuna & Kathy Nerwinski) for sometime in October; PDA Board elections coming up (nominations in October, ballot goes out week after nominations, voting results announced at November meeting, Exec Board nominations & elections in December), people that need to be replaced are Mary Meader, Bill Robinson & Sam Muscarello; holiday lights: Lisa Crummett – will replace dimming lights and fix those that are down, will be putting new clips where we can afford it

Highway 50 Project – Gary Pigg – Westbound Placerville Drive exit off of Hwy 50 will be closed starting Sept 15 for 2 weeks (eastbound will remain open), Hwy 50 shut down for short times when they are blasting, bridges are on track for all lanes to be open by end of October, suggestion was made to get phone numbers/contact information for Mitchell (Randy Pesses will get info to Secretary)

Grant Report – Jeff Thoma – grant request for tour guide has been rescinded; balance in grant fund is \$34,531 (does not include \$9k approved last month and \$2k for KHITS ads)—so real amount is \$23,500; one request from Carol Patton to increase number of flower baskets from 8 to 20 next year (\$9k): grant request would provide 12 new baskets, replant the existing 8 baskets, buy a water tank, & buy wages for MORE folks to water plants not on city water; Sara Young made a motion to approve grant, 2nd by Ann Totherow, Lisa Crummett went over the PDA Grant Funds and how they are allocated (approved)

Treasurer’s Report – Ann Totherow – have \$66,126

Chamber Report – Jody Franklin – had raffle tickets for Thunder Bike (will be given away at Chamber Mixer), Eye on the Bay was here to do reporting about PV which will be airing at end of Sept (can see it online too); working on RFP for Tourism (funding tight)

Open Forum – Last two weekends of September is the Placerville Art Association Studio Tour (87 artists in 35 different locations), tour books available at various locations; use PDA website to publicize your business—send info to Sharon Baldwin for free advertising; Christmas Trees: growers donating 70 trees, room for many more (up to about 140 spaces potentially available long-term); put a link in your website to PDA website (www.placerville-downtown.org); need to make sure staff in stores know what businesses are on Main Street so we can keep business in Placerville; now have 3 business associations in Placerville (PDA, Broadway & Placerville Drive), suggestion for PDA to coordinate with other business organizations; downtown Jackson has put bags on their downtown parking meters and gave people 3 hours parking downtown—we need to think about that too to keep people downtown for shopping, dining, strolling, or free November & December parking downtown

Executive Board Meeting Date – 4th Thursday of the Month, 8:30AM, September 18 (Stamp It Rich)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting October 2, 2008, at Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting agenda for Thursday, September 11, 2008; 8AM – 10AM Cary House

Roll Call & Introductions (8:00 – 8:05)

Business (8:05 – 9:30)

- **Mission Statement Discussion and Adoption** (8:05 – 8:45)

Our current mission statement is:

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.

- Proposed mission statements:
 1. To [promote][foster] a healthy business environment catering to locals and visitors [through events & education].
 2. To inform our merchant membership, and to provide the necessary resources and information to ensure our historic downtown area grows in a productive and positive way that enhances the quality of life for both visitors and our local community.
 3. To provide information and economic opportunity for our downtown historic community to grow and prosper.
 4. To enhance the growth of the downtown area by means of economic and participatory means that will benefit the local community and visitors alike.
 5. Aid downtown economic growth to the benefit of local merchants.
 6. Make more, spend less.

- **Long Term Plan** (8:45 – 9:45)

1. Blighted storefronts and windows – **Lou Lobue**
2. Grant Funding – **Bill Robinson**
3. Revitalization / Redevelopment – **Dave Machado**
4. Parking Management Plan – **Linda Johnson** and **Dave Machado**
5. Tour Bus Parking – **Linda Johnson**
6. Partnership with Red Hawk Casino – **Susie Huber**
7. State of the Street – **Carol Patton**
8. Hire additional staff - ?
9. Web site updating and development – **Bill Robinson**
10. Others

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, October 2, 2008; 8AM – 10AM 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 (8:00-8:05)

Police Beat – Chief (8:05-8:15)

City Report – Gary Pigg (8:15-8:20)

Business (8:25-8:45)

- Business brainstorming meeting report
- PDA Board nominations
- Lights update
- Discussion about free holiday parking
- Decorating the Welcome sign and trees for the holidays

Announcements (8:45-9:00)

- Marketing & Event report – Lisa Crummett
- 10/18/08 Art & Wine Festival filled up
- Candidates forum for City Council members – meeting on October 8, 6 pm at the Cary House
- Understanding Your Local Economy workshop coming up in November
- Halloween update – buy your candy now
- Stagecoach rides on 3rd Saturday in October
- Recommend merchants should take down advertising/event signs on vacant buildings

Highway 50 Project & Christmas Trees– Rick Tippett (9:00-9:15)

Grant Report (9:15-9:25) – Jeff Thoma

Treasurer's Report (9:25-9:30) – Ann Totherow

Chamber Report (9:30-9:40)

Open Forum (9:40-10:00)

Executive Board Meeting Dates

3rd Thursday of the Month, 8:30AM, October 22 (Stamp It Rich)

PDA General Meeting Dates

1st Thursday of the Month, 8AM – 10AM; next meeting October 2 at The Cary House

PDA Board of Directors 2008			
(07-08) Ann Totherow (T)	626-1444	(08-09) Chris Cole	642-8481
(07-08) Linda Johnson (P)	344-0452	(08-09) Carol Patton (VP)	626-3554
(07-08) Dave Morrill	642-1074	(08-09) Nate Ross	621-4453
(07-08) Mary Meader *	622-4510	(08-09) Les Russell	622-2979
(07-08) Bill Robinson (S) *	626-9177	(08-09) Larry Caso	626-8651
(07-08) Sara Young	622-4900	(08-09) Roxanne Sefrain	621-9901
(07-08) Jeff Thoma	626-9700	(08-09) Susie Huber	622-0111
(07-08) Sam Muscarello *	626-0700	(08-09) Crystal Newton	622-2218
Lisa Crummett: PDA Marketing Director – 644-2276			
*Last year on the PDA Board			

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – October 2, 2008

Roll Call & Introductions – A quorum was present (13 of 16 PDA Board members present)

Police Beat – Chief – Having problem with area in back of Ivy House parking lot with kids; concentrating on skateboarding; (comment from attendee) need police officer on Main St. about 3:30 pm to enforce no skateboarding; also comment about not writing tickets for bicycles on Main Street sidewalks; question to Chief re possibility of licensing skateboards (would take City Council action)

City Report – Gary Pigg – Had city-wide cleanup, handed out copies of City Gold newsletter; El Dorado County Fire Safe Council having a meeting on 10/9/08 to expand their fire safety program in the city; Fox lot is closed for about two weeks for sewer line replacement; will wash all sidewalks & trashcans just after Halloween; Founder's Day is next June 13 (along with Wagon Train); have met with Christmas parade organizers to establish ground rules (length of parade, etc.); verified that permit for La Casa Grande has been "pulled", the Tomei's building is being renovated inside for the new restaurant, and it looks like the building on the corner of Center & Main will be torn down eventually

Business – had a business brainstorming meeting about 3 weeks ago and 8 people showed up, revised the mission statement, Crystal Newton made a motion to vote on the Mission Statement, 2nd by Roxanne Sefrain, after some discussion, voted and approved by a show of hands; motion made by Chris Cole to approve the revised Mission Statement, 2nd by Les Russell and approved by a show of hands; Carol went over rest of what was talked about during brainstorming session (merchant of the month, cooperation with Red Hawk Casino, updating of website, scholarship program, redevelopment); Linda Johnson made a motion to have another brainstorming meeting in the evening in October and the November meeting will incorporate some time for the business brainstorming (10/20/08, 6pm, at Cary House), 2nd by Roxanne Sefrain, lots of discussion, approved by show of hands; PDA Board nominations: Carol Patton nominated existing Board members who can run again (Ann Totherow, Linda Johnson, Dave Morrill, Sara Young and Jeff Thoma), Diane Stading, Dave Machado [withdrawn after meeting], Tony Granados, & Kris Payne, Doug Braaten, 2nd by Mary Meader, nominees approved by show of hands, form coming out in the next week (general membership of PDA can vote—1 vote per business); lights update: Lisa Crummett – Eco Signs is working on repairing the lights; discussion about free holiday parking: Parking Committee's recommendation for holiday parking – Mon-Sat go to 3 hour parking, enforce red zones, yellow zones, still have leased parking (basically, anything that is now 2-hour parking will go to 3-hour parking during the holidays), Dave Morrill made a motion to adopt the Parking Committee's recommendation, 2nd by Carol Patton, motion passed by a show of hands, now PDA's recommendation will given to the City Council who has the ultimate say in the matter (will be voted on this month)

Announcements – Anova Architects is moving in month of January, so that building will be available then; Christmas trees along the freeway at this time is unknown (CalTrans has rejected the app for the encroachment permit to do the Christmas trees); Marketing & Event Report: Lisa Crummett – City Council approved the \$10K for PDA; talking about combining Antique Faire & Craft Faire into a Peddler's Faire next year; A&W Festival coming up; Apple Festival committee has met twice; Foothill Style just came out with Reader's Choice Awards—many top choices for many businesses on Main Street and Brewfest was top choice for events; Web redesign is going on; Christmas campaign: Roxanne will be going around soliciting money for Christmas advertising; co-op ads in various pubs going on & Radio advertising will be going on too; Holly Jolly Trolley has potential issue brewing (with potential Federal funding); using many of Paul Cockrell's photographs on website (will allow usage with just photo credit); will be a City Council candidate's forum at the Cary House on 10/8, 6 pm (Linda Johnson will facilitate); Halloween update: several thousand people expected 4-6pm on 10/31; Understanding Your Local Economy workshop on 11/7, 2-4pm in El Dorado Hills (call 530-898-4598 for info); Stagecoach rides on 3rd Saturday in October; recommend merchants take down advertising/event signs on vacant buildings

Highway 50 Project – Rick Tippett – running behind on the bridges by about 2 weeks and they are still saying they will be essentially done by the end of October; Placerville Drive off-ramp: they are over time on it, but close to being done; will be working on pedestrian overcrossing through the winter (after it is done, 3rd lane eastbound will be open); will work on sign on Hwy 50 pointing to parking garage

Grant Report – Jeff Thoma – \$34,627 (not including \$9K for next spring and \$9K for bows); earned \$452 interest this year; spent \$21K this year

Treasurer's Report – Lisa Crummett – have \$59,000

Chamber Report – Jody Franklin – talked about putting together tourism packages

Open Forum – fundraiser at Townhall for police dog Saturday night 10/4; Jazz Jubilee fundraiser is on Sunday, 10/5 at Town Hall; Chris Cole has sold Cozmic Café (thanks to Chris for her efforts); A-Boards/sandwich boards on sidewalks are illegal

Executive Board Meeting Date – 4th Thursday of the Month, 8:30AM, October 23 (Stamp It Rich)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting November 6, 2008, at Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, November 6, 2008; 8AM – 10AM at Cary House
www.placerville-downtown.org

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

Information for Members – *Understanding Your Local Economy* workshop on 11/7, 2-4pm, EDH; stagecoach rides on 3rd Saturday in November; holiday parking – 3-hour parking instead of 2-hour parking begins day after Thanksgiving and goes to New Year's Day;

Roll Call and Introductions (8:00-8:05)

Police Beat – Chief (8:05-8:15)

City Report – Gary Pigg (8:15-8:20)

Business (8:20-9:00)

- Third Saturday – Deb Jensen
- Marketing & Event report – Lisa Crummett
- PDA Board election results
- Lights update
- Business brainstorming session

Highway 50 Project & Christmas Trees– Rick Tippett (9:00-9:15)

Grant Report (9:15-9:25) – Jeff Thoma

Treasurer's Report (9:25-9:30) – Ann Totherow

Chamber Report (9:30-9:40)

Open Forum (9:40-10:00)

Executive Board Meeting Dates

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

PDA General Meeting Dates

1st Thursday of the Month, 8AM – 10AM; next meeting December 4 at The Cary House

PDA Board of Directors 2008			
(07-08) Ann Totherow (T)	626-1444	(08-09) Chris Cole	642-8481
(07-08) Linda Johnson (P)	344-0452	(08-09) Carol Patton (VP)	626-3554
(07-08) Dave Morrill	642-1074	(08-09) Nate Ross	621-4453
(07-08) Mary Meader *	622-4510	(08-09) Les Russell	622-2979
(07-08) Bill Robinson (S) *	626-9177	(08-09) Larry Caso	626-8651
(07-08) Sara Young	622-4900	(08-09) Roxanne Sefrain	621-9901
(07-08) Jeff Thoma	626-9700	(08-09) Susie Huber	622-0111
(07-08) Sam Muscarello *	626-0700	(08-09) Crystal Newton	622-2218
Lisa Crummett: PDA Marketing Director – 644-2276			
*Last year on the PDA Board			

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – November 6, 2008

Roll Call & Introductions – A quorum was present (13 of 16 PDA Board members present)

Police Beat – Chief – October events downtown went very well with minimal problems (~2500 people on Halloween); still some problems at the Ivy House lot; Christmas parade will be shorter

City Report – Gary Pigg – Halloween event was “awesome”; no Christmas trees on Highway 50 this year (hopefully next year), looking at alternatives; talked about proposal to make 2009’s Founder’s Day/Wagon Train a city-wide event with a morning event on Broadway, the main event downtown in the afternoon, and nighttime events at the Fairgrounds on Placerville Drive, rough show of hands was positive, budget could be questionable (city has committed \$7500 towards event); parking downtown has been extended to 3 hours from 11/1 through 1/1, signs & machines have been changed (info will be featured in Mt. Democrat); Randy Pesses: wants to apply for grant to remove sewer line from Hangtown Creek (near El Dorado Trail) between Clay and Locust Streets and asked if PDA would be co-applicant (as a community organization) for grant—no impact construction-wise to downtown and no cost to PDA, Larry Caso made motion, Carol Patton seconded, motion passed (Linda will write letter)

Business – Third Saturday – Deb Jensen: talked about meetings that have been going on (spearheaded by EDAC) to improve 3rd Saturday, some ideas are change hours to 4-8 pm, advertising (co-op, postcards, etc.), April through October, looking for suggestions & input, not budgeted yet; businesses that want to participate in art-related activities in their businesses should join EDAC (call Deb Jensen at 295-3496 or email Deb at djensen@eldoradoartscouncil.org) ; Marketing & Event report – Lisa Crummett: A&W went well but ticket sales down and not as many people, but people were downtown & buying, sold all but 4 of the banners (comments about appetizers needing to be better), holiday decorations going up, wreaths on the Bell Tower, working on rooftop lights, Roxanne collected money for more advertising from 17 businesses, Festival of Lights coming up (businesses need goodies for the Open House on the evening of 28th), will be Christmas sign on Welcome to Placerville sign, would like lights in the windows and it was requested of Carol Patton to send letter to merchants about Christmas, extended hours on Friday & Saturday (some will be open on Thursday evenings), put flyers at Wal-Mart; PDA Board election results – these people were elected to the 2009-2010 PDA Board: Tony Granados, Linda Johnson, Dave Morrill, Kris Payne, Diane Stading, Jeff Thoma, Ann Totherow and Sara Young; Business Brainstorming session report – Carol Patton: not many people attended, will do it (if people want to after the 1st of the year, then we can do it)

Highway 50 Project – Rick Tippett – Everything west of Canal Street is almost done (after tonight); starting to pave mainline 50; hope to have bridges done by 11/15, contractor may close down left-turn lane on westbound 50 to Bedford in about 2 weeks for 6-8 weeks for pedestrian overcrossing—pursuing ways to have that not happen, if it does there will be signs; Fox lot should be done soon

Grant Report – Jeff Thoma – have \$16,563 left, earned \$500.06 interest since 1/1/08

Treasurer’s Report – Ann Totherow – have \$79,018 in accounts

Chamber Report – Jody Franklin – working with a “wine adventures” group coming to this area & ladies will be shopping downtown; talking with KNCI for some radio advertising (maybe starting during holidays); wants to get a reporter on Wagon Train, have an event when Wagon Train stops each evening; businesses on Main Street need to learn about other businesses on Main Street

Open Forum – Jim Baehne announced that there is clock repair available in his building; Around Here magazine – Linda Macintosh: announced and distributed advertising proposal for merchants downtown for deadline of 11/21 (from PDA Marketing Committee); Cascada restaurant is open where Tomei’s was on Main Street; Annette (Winterhill) wants to put together packet after 1st of the year for merchants on Main Street *about* merchants on Main Street

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, November 20 (Stamp It Rich)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting December 4, 2008, at Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, December 4, 2008; 8AM – 10AM at Cary House
www.placerville-downtown.org

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

Information for Members – Refer to Holiday Events letter about events downtown; Christmas Parade is on Sunday, December 7; *Murder Mystery on Main* in January—contact Diane Huie at *What's the Scoop* for more information

Roll Call and Introductions (8:00-8:05)

Police Beat – Chief (8:05-8:15)

City Report – Gary Pigg (8:15-8:20)

Business (8:20-9:00)

- Secret Shopper program – Gerry Tryhane
- Marketing & Event report – Lisa Crummett
- 2009 Executive Board nominations & elections
- 2009 events & committee signups
- PDA website redesign update

Highway 50 Project – Rick Tippett (9:00-9:15)

Grant Report (9:15-9:25) – Jeff Thoma

Treasurer's Report (9:25-9:30) – Ann Totherow

Chamber Report (9:30-9:40)

Open Forum (9:40-10:00)

Executive Board Meeting Dates

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

PDA General Meeting Dates

2nd Thursday of the Month, 8AM – 10AM; next meeting January 8 at The Cary House

PDA Board of Directors 2008			
(07-08) Ann Totherow (T)	626-1444	(08-09) Chris Cole	642-8481
(07-08) Linda Johnson (P)	344-0452	(08-09) Carol Patton (VP)	626-3554
(07-08) Dave Morrill	642-1074	(08-09) Nate Ross	621-4453
(07-08) Mary Meader *	622-4510	(08-09) Les Russell	622-2979
(07-08) Bill Robinson (S) *	626-9177	(08-09) Larry Caso	626-8651
(07-08) Sara Young	622-4900	(08-09) Roxanne Sefrain	621-9901
(07-08) Jeff Thoma	626-9700	(08-09) Susie Huber	622-0111
(07-08) Sam Muscarello *	626-0700	(08-09) Crystal Newton	622-2218
Lisa Crummett: PDA Marketing Director – 644-2276			
*Last year on the PDA Board			

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – December 4, 2008

Roll Call & Introductions – A quorum was present (13 of 16 PDA Board members present)

Police Beat – Captain Mike Scott – Night before Thanksgiving was very quiet; doing as many foot patrols downtown as possible; if you witness any drug dealing going on downtown, please report it to police with as much information as possible; Gary Pigg & Randy Pesses will look into getting some kind of lights into the alley by the Cary House for safety

City Report – Gary Pigg – Announced flu shots at town hall and Christmas parade on Sunday (should be shorter)

Business – Secret Shopper Program – Students (Students of Free Enterprise) from college visit shops in town (incognito) and evaluate their experience and give feedback to merchants (will not tell anyone else), will give PDA an overall report card—did a show of hands of PDA Board members and all present approved; Marketing & Event Report: Lisa Crummett – lots of people for Festival of Light, Girl's Night Out scheduled for Feb 27, stagecoach rides on weekends, Santa Claus will be downtown at Kiddy Winks and Courtyard Café, SHIELD folks will be at garage during the last weekend; Executive Board nominations & elections: Carol Patton nominated Jeff Thoma for President, Tony Granados for Vice President and Linda Johnson for Treasurer, 2nd by Sam Muscarello, Tony Granados nominated Carol Patton for Secretary, 2nd by Diane Stading, all Board members approved; 2009 events & committee signups – Lisa Crummett: went over proposed list of 2009 events, Carol Patton made a motion to approve all events, Sara Young 2nd, and all Board members present approved; PDA website redesign update: Lisa Crummett – talked about new PDA website design and will have Bill send around the link so people can see the new design; Dave Machado asked about the possibility of putting info on the PDA website about businesses & buildings that are for sale or rent (Dave will take this on)

Highway 50 Project – Project has a new manager so project is moving faster; hoping to turn on the new traffic signal at Canal Street in two weeks and the new traffic signal at Spring Street in 3 weeks; have asked to close Bedford for one day (a Tuesday or Wednesday), group attending PDA meeting said they wanted it the week after Christmas; will be increasing the right turn lane at Spring Street, hope to finish the pedestrian overcrossing around the middle of February and doing final paving of all in May (due to temperature); landscaping will come after the project is done; question about the Christmas trees along Highway 50 next year: we need to have all our information ready to go to the State after May (when project is over) to appeal the decision to not approve the encroachment permit; will have power to the Placerville sign and the Christmas tree that is there; on Tuesday (12/9) will be paving the Fox lot

Grant Report – Jeff Thoma – \$17,277 currently in grant fund;

Treasurer's Report – Lisa Crummett: have \$76,000 in the bank

Chamber Report – Laurel Brent-Baum – presented sheet showing the number of walk-ins and calls to chamber; Chamber's business resource center is free for use by merchants, including lending library (audio & video tapes), free business counseling; there will be a Chamber installation dinner on 12/18/08 at Sequoia; week of 2/17 will have a Freshman Forum (with McClintock); asked that we give feedback to Chamber about what they do/don't do; Jody Franklin: Founder's Day/Wagon Train pictures will be on State website; trying to make the distribution program dependable and far-reaching

Open Forum – Jeff Thoma mentioned that Anova will be moving into their new buildings around January 25, so all that leased space they are now in will be available then (contact Jeff for info); Z-pies is collecting hooded sweatshirts for kids; Lisa had visitor's guides & brochures, Lisa talked about Founder's Day & Wagon Train event being on Broadway, Main Street and Placerville Drive; Dave Machado got letter from FEMA that we are in flood zone, will be a City Council workshop about redevelopment on 2/4/09, 7 pm, put together by PACT; Fountain-Tallman Museum open Saturdays & Sundays 10-4; Old Town Bakery reopening

Executive Board Meeting Date – 3rd Thursday of the Month, 8:30AM, December 18 (Stamp It Rich)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting January 8, 2009, at Cary House