

Placerville Downtown Association
Meeting Agenda for Thursday, January 8, 2009; 8AM – 10AM at the Cary House
www.placerville-downtown.org

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

Information for Members – Murder Mystery on Main in January- contact Diane Huie at What’s the Scoop for more information
 Linda Johnson (PDA Treasurer) will be the liaison between PDA and Red Hawk Casino- working to establish ways to move people between the casino and downtown.

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

Police Beat (8:05-8:15) – Chief Neilson

City Report (8:15-8:20) – Gary Pigg

Business (8:20-9:00)

- PACT (Placerville Area Convergence Team) request for \$5000 from PDA for Redevelopment Feasibility Study – Dave Machado
- EDAC (El Dorado Arts Council report on 3rd Saturday – Deb Jensen
- Marketing, Events, Committees & Web Site Report – Lisa Crummett

Highway 50 Project (9:00-9:20) – Rick Tippett

Grant Report (9:20-9:25) – Jeff Thoma

Treasurer’s Report (9:25-9:30) – Linda Johnson

Chamber Report (9:30-9:40) – Jody Franklin

Open Forum (9:40-10:00)

Executive Board Meeting Date: 8:30AM, January 22 (Stamp It Rich)

PDA General Meeting Date: 8AM – 10AM, February 5 (Cary House)

PDA Board of Directors 2009			
(08-09) Larry Caso	626-8651	(09-10) Tony Granados (VP)	626-9161
(08-09) Chris Cole	642-8481	(09-10) Linda Johnson (T)	344-0452
(08-09) Susie Huber	622-0111	(09-10) Dave Morrill	642-1074
(08-09) Crystal Newton	622-2218	(09-10) Kris Payne	
(08-09) Carol Patton (S)	626-3554	(09-10) Diane Stading	
(08-09) Nate Ross	621-4453	(09-10) Jeff Thoma (P)	626-9700
(08-09) Les Russell	622-2979	(09-10) Ann Totherow	626-1444
(08-09) Roxanne Sefrain	621-9901	(09-10) Sara Young	622-4900
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – January 8, 2009

Roll Call & Introductions – A quorum was present (9 of 16 Board Members present)

Police Beat – Captain Mike Scott reported DUI's down 30% from 2007 due in part to closure of bars on Main St – rash of commercial burglaries on Broadway, suspect has been arrested – auto thefts on the rise (including the Center St Garage), suspect has been arrested – cameras work OK until we need them. Diane asked again about lighting up the alley next to Cary House. Gary Pigg responded City will look into it.

City Report – Gary Pigg reported sidewalks, trash cans and stairwells all steam cleaned with monies collected from parking revenue. Cleaning scheduled again in March 09.

PACT Report – Dave Machado explained PACT (Placerville Area Convergence Team) and their work to create momentum to make Placerville THE place to live, work and play. PACT will make presentation to City Council on Feb 4 6PM on redevelopment and eventually ask City to fund feasibility study. Kris Payne made motion to support up to \$5000 toward feasibility study with other merchants associations contributing same. Money will be repaid with redevelopment money. Susie Huber second. Motion passed.

Arts Council Report – Deb Jensen and consortium of groups are reinvigorating 3rd Sat. Renaming to Placerville Art Walk and hours 4-8PM. Focusing on May thru Sept. Flyers going around requesting individual merchants co-sponsor. Deb's phone 295-3496 for more info.

Marketing & Events Report – Lisa Crummett gave an overview on PDA \$\$ for 2008, revenue of \$136,000 and expenses of \$132,000. Feb meeting she will have budgets for 2009 events to vote on. Distributed brochure from ED Dept of Human Services reminding us they are a business Resource Center. Wagon Train Route June 17th, Broadway 11-1 (Chili Cook-off and Craft Faire); Main St 1-5 (Founders Day Celebration) (12-6PM Street Closure); Placerville Dr 6-9 for dance. Girls Night Out Feb 27th, need your \$40 participation fee for co-sponsoring the marketing. Dave Morrill brought up interfacing with Red Hawk Casino and Linda Johnson is PDA rep with the casino.

Grant Report – Jeff Thoma reported balance of \$17K with \$9K encumbered for Flower Power. New flower baskets are being added this year around Cedar Ravine / Main and on Sacramento St.

Highway 50 Report – Rick Tippett reported ped overcrossing on Bedford open mid Feb; Ice & sanding issues dealt with and bridge to Placerville Dr is open, new surface for bridge slated for 2010. Paving on Main Line 50 done mid May when temperatures are warm enough. Opening right turn lanes as soon as paint can dry and orange cones will be moved; new signals working at Canal / Hwy 50 and Spring / Hwy 50. Rick will ask Caltrans for parking directional sign before Center St, Historic Downtown Placerville sign to go up on Placerville Dr near the Hwy 50 onramp.

Treasurer's Report – Linda Johnson reported \$54371.12 in checking & savings

Open Forum – Jeff Thoma stressed the importance of Feb 5 General Meeting for budgeting 2009 events; >8500 square feet available when ANOVA moves Jan 23; PDA website has leasing info on it; Murder Mystery on Main St Jan 24, 25, 26 see Diane at Whats the Scoop; Gelato d'Oro is for lease. Meeting adjourned 9:30.

Executive Board Meeting – February 19th, 2009 8:30 AM Stamp It Rich
PDA General Meeting – March 5, 2009 8:00 AM Cary House

Placerville Downtown Association
Meeting Agenda for Thursday, February 5, 2009; 8AM – 10AM at the Cary House
www.placerville-downtown.org

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

Information for Members –**Special City Council Meeting** Wed Feb 4 6PM discussion on redevelopment for the City; **Fountain-Tallman Museum** open Wed-Sun 10-4; **Girls Night Out** Event Feb 27, 6-9PM, PDA members co-sponsor money (\$40) due Feb 6; **Tango Milonga** at Cozmic Café Feb 13 7PM

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

Police Beat (8:05-8:15) – Chief Neilson

City Report (8:15-8:20) – Gary Pigg

Business (8:20-9:00)

- Dillon Johnston will review merchants evaluations (secret shopper)
- Discussion and review of 3 hour parking limit and Parking Committee members
- Peddlers Faire
- PDA events and budgets

Highway 50 Project (9:00-9:10) – Rick Tippet

Marketing & Events (9:10-9:20) – Lisa Crummett

Grant Report (9:20-9:25) – Jeff Thoma

Treasurer’s Report (9:25-9:30) – Linda Johnson

Chamber Report (9:30-9:40) – Jody Franklin

PACT Report (9:40-9:45) – Dave Machado

Open Forum (9:45-10:00)

Executive Board Meeting Date: 8:30AM, February 19, 2009(Courtyard Café)

PDA General Meeting Date: **8AM** – 10AM, March 5, 2009 (Cary House)

PDA Board of Directors 2009			
(08-09) Larry Caso	626-8651	(09-10) Tony Granados (VP)	626-9161
(08-09) Chris Cole	642-8481	(09-10) Linda Johnson (T)	344-0452
(08-09) Susie Huber	622-0111	(09-10) Dave Morrill	642-1074
(08-09) Crystal Newton	622-2218	(09-10) Kris Payne	626-6474
(08-09) Carol Patton (S)	626-3554	(09-10) Diane Stading	642-0100
(08-09) Nate Ross	621-4453	(09-10) Jeff Thoma (P)	626-9700
(08-09) Les Russell	622-2979	(09-10) Ann Totherow	626-1444
(08-09) Roxanne Sefrain	621-9901	(09-10) Sara Young	622-4900
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – February 5, 2009

Roll Call & Introductions – A quorum was present

Police Beat – Chief Neilsen reported 2 Rite Aid burglaries with Oxycotin as target; 2008 statistics available; Placard in the crosswalk (like Broadway and Main)? Engineering to answer; Lower speed limit on Main? Probably no.

City Report – Gary Pigg reported MORE Workshop clients cleaning garage on Fri and Mon, may need to cut because of less parking revenue; Founders Day June 13, 2009, all sections of Placerville (Broadway, Main St, Placerville Dr) hosting events

PACT Report – Council Meeting Feb 4, 2009 PACT presented request for redevelopment feasibility study; City Council will hear funding ideas at March 10 meeting; PACT connects all of Pville together.

Secret Shopper Report – Dillon Johnston (Folsom Lake College Student) reported that the class visited 19 different stores in Dec. Results discussed. Individual stores results given to Lisa to distribute. For copy of the report see L. Crummett.

Job One – Kathy Matranga distributed survey looking for input from small businesses. Submit your ideas for economic recovery money. www.co.el-dorado/humanservices/onestop.html

Marketing & Events Report – Lisa Crummett reported on combining Antique Faire with Craft Fair (Peddlers Faire), discussion. Antique Dealers promised to help with Antique Faire and Craft Faire. K. Payne made motion to keep events separate in 2009 with L. Johnson second. Motion passed. Lisa submitted budget for 2009 with deficit of \$4599. C. Patton made motion to approve PDA budget S. Young 2nd. Motion passed. Rhythm & Blooms Dance May 1st for Flower Power. D. Braatan asked about a post-construction street party. Youthfest July 26th, 2009. Jazz in the Plaza renamed to Music in the Courtyard.

Grant Report – J. Thoma reported balance of \$17K with \$9K encumbered for Flower Power.

Highway 50 OPS – Rick Tippet reported project is 86% complete; Pedestrian Over Crossing (POC), paving and final striping are last items to finish; Idea was presented to pave during the day so we don't have to wait until May; Bedford Ave signals activated in next 2 weeks; POC to open mid – March; Historic Main St sign has been installed on Placerville Dr

Treasurer's Report – Linda Johnson reported \$49,527.70 in checking & savings

Chamber Report – Jody Franklin working on Vacation Packages, Visitor's Guide, and Sierra Arts & Culture Magazine.

Open Forum – Jeff Thoma and value of ads in Cider Press; Tony Granados reminded us of friends who died this past month, Dennis Colbath (owner of Lighthouse), Brooke Colvin (daughter of Robbie & Dennis Colvin), Josh Hyde (chef at Café Luna) and Shirley West (realtor and lover of Main St); Bill Robinson and jobs with Census Bureau; Roxanne Sefrain wants every merchant to know what other shops on Main St offer; Kris Payne and the need for meetings to run smoothly; Clock repair now avail at Black Oak Mall

Executive Board Meeting – February 19th, 2009 8:30 AM Stamp It Rich
PDA General Meeting – March 5, 2009 8:00 AM Cary House

Placerville Downtown Association
Meeting Agenda for Thursday, March 5, 2009; 8AM – 10AM at the Cary House
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Information for Members –

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

Police Beat (8:05-8:15) – Chief Neilson

City Report (8:15-8:20) – Gary Pigg

Business (8:20-9:00)

- PDA Board Resignations of Crystal Newton and Roxanne Sefrain
Nominations & Vote for 2 PDA Board positions
- Parking Committee Resignations of Crystal Newton and Roxanne Sefrain
Volunteers for 2 Parking Committee Vacancies
- Code of Conduct for meetings – Respect & Chatter
- CASA – Susan Dorsey and CASA Walk & Concert Fund Raiser

Highway 50 Project (9:00-9:10) – Rick Tippett

Marketing & Events (9:10-9:20) – Lisa Crummett

Grant Report (9:20-9:25) – Jeff Thoma

Treasurer's Report (9:25-9:30) – Linda Johnson

Chamber Report (9:30-9:40) – Jody Franklin

PACT Report (9:40-9:45) – Dave Machado

Open Forum (9:45-10:00)

Executive Board Meeting Date: 8:30AM, March 19, 2009 (Stamp It Rich)

PDA General Meeting Date: 8AM – 10AM, April 2, 2009 (Cary House)

PDA Board of Directors 2009			
(08-09) Larry Caso	626-8651	(09-10) Tony Granados (VP)	626-9161
(08-09) Chris Cole	642-8481	(09-10) Linda Johnson (T)	344-0452
(08-09) Susie Huber	622-0111	(09-10) Dave Morrill	642-1074
(08-09) Crystal Newton	622-2218	(09-10) Kris Payne	626-6474
(08-09) Carol Patton (S)	626-3554	(09-10) Diane Stading	642-0100
(08-09) Nate Ross	621-4453	(09-10) Jeff Thoma (P)	626-9700
(08-09) Les Russell	622-2979	(09-10) Ann Totherow	626-1444
(08-09) Roxanne Sefrain	621-9901	(09-10) Sara Young	622-4900
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – March 5, 2009

Roll Call & Introductions – 10 Board Members Present 27 Guests present

Police Beat – Chief Neilsen reported crime goes up during economic downturns; Rite-Aid Robbery Suspect apprehended; Industrial accident in 600 block of Main St; 3 police dept positions still open; Detective position is City's Scam Squad

City Report – Gary Pigg commented on loss of diversity within PDA when members step down due to differences of opinions; PDA is important to City; Need to have all viewpoints represented; Founders Day June 13, 2009, all sections of Placerville (Broadway, Main St, Placerville Dr) hosting events; Thanks to Lisa & all for fabulous Girl's Night Out

PDA Business – Jeff Thoma reported Crystal Newton & Roxanne Sefrain stepped down due to their objection of parking changes; City Council approved 3 hour limit in parking lots and 2 hour limit on Main St until May 31; Status of leased spaces in Milton Lot now that ANOVA has vacated; Have 3 Board positions available (Chris Cole resigned), nominations: Annette Schoonover, Deb Jensen, Doug Braatan, & Sue Rees, ballots will be distributed to Board and results announced at April PDA meeting; 2 vacancies on Parking Committee, no volunteers; Conduct at meetings will be respectful, need for respectful debate, no personal attacks will be permitted, need to keep background chatter to a minimum, difficult to take notes, meet with individuals after meeting privately, city staff is open to individual dialog

CASA – Tammy Troyer & Amelia Marquez are looking for support for CASA (Court Appointed Special Advocates) for their fundraiser: 5K walk with benefit concert, Sat May 23; PDA would like to send a team, contact Jeff Thoma 626-9700

Highway 50 OPS – Randy Pesses reported city received AACE award for wastewater treatment plant; Pedestrian Overcrossing: deck is poured and forms stripped, should be open end of March; Paving of interior streets and bridges will be done during the day, Mainline 50 paving still to be done at night; all paving should be completed in May; turn lanes have been painted and signed (lots of discussion); working on confusion at Spring St & 50; problems with ghost paint on roadway; problem w/ crosswalks and limit line; problems at Main St & Pacific left turn lane; Belltower Clock rings at 11:50

Marketing & Events Report – Lisa Crummett reported lots of positive feedback on Girls Night Out; 125 chairs at fashion show w/standing room only; restaurants were shoulder – to – shoulder with customers; Rhythm & Blooms Flower Power Fund Raiser coming up May 1st; Art Walk and Banners on Parade May thru Sept; Founders Day, Brewfest coming up in June; How about Oktoberfest? Need input from Restaurant Owners; postcards out soon

Grant Report – J. Thoma reported balance of \$17K with \$9K encumbered for Flower Power.

Treasurer's Report – Linda Johnson reported \$46773.64 in checking & savings

Chamber Report – Jody Franklin working on Business Showcase, Vacation Packages; talked about value of Jr Ambassador Program

PACT Report – Dave Machado reported PACT Open House April 22 at ANOVA Building; will showcase all commercial districts of City visions for development

Open Forum –K.Payne: need for walking tour; S Rees Kelsey's Needlecraft moving to ½ Tony Matthews; T Granados: need to stay open until 6 for our local customers, prefer 11-6 then 10-5; D Jensen: Cozmic Café open for business, new customers still discovering Main St; D Machado: Old City Hall price reduced to \$795,000, need for Design Review for properties on Main St; A Schoonover: another New Customer to Main St, better parking signage; S Rees: we have an incredible downtown with amazing diversity, we need to champion ourselves

Executive Board Meeting – April 23, 2009 8:30 AM Stamp It Rich

PDA General Meeting – April 2, 2009 8:00 AM Cary House

Placerville Downtown Association
Meeting Agenda for Thursday, April 2, 2009; 8AM – 10AM at the Cary House
www.placerville-downtown.org

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

Information for Members –Rhythm & Blooms Dance May 1st Town Hall; Opening Soon: Whistle Stop Frozen Yogurt, Pompeis Pizza & Pasta, Dahlia Sushi, Italian Gelato, Candy Shop; Now open: Salon Vera; Design Guidelines for Main St @ May meeting

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

Police Beat (8:05-8:15) – Chief Neilson

City Report (8:15-8:20) – Gary Pigg

Business (8:20-9:00)

- Election Results for PDA Board: Deb Jensen (ED Arts Council), Sue Rees (Kelsey’s Needlecrafts) & Annette Schoonover (Winterhill)
- Roundabout & parking @ Cedar Ravine, Main & Clay St – Randy Pesses

Highway 50 Project (9:00-9:10) –Randy Pesses

Marketing & Events (9:10-9:20) – Lisa Crummett

Grant Report (9:20-9:25) – Jeff Thoma

Treasurer’s Report (9:25-9:30) – Linda Johnson

Chamber Report (9:30-9:40) – Jody Franklin

PACT Report (9:40-9:45) – Dave Machado

Open Forum (9:45-10:00)

Executive Board Meeting Date: 8:30AM, April 23, 2009 (Stamp It Rich)

PDA General Meeting Date: 8AM – 10AM, May 7, 2009 (Cary House)

PDA Board of Directors 2009			
(08-09) Larry Caso	626-8651	(09-10) Tony Granados (VP)	626-9161
(08-09) Susie Huber	622-0111	(09-10) Linda Johnson (T)	344-0452
(08-09) Deb Jensen		(09-10) Dave Morrill	642-1074
(08-09) Carol Patton (S)	626-3554	(09-10) Kris Payne	626-6474
(08-09) Sue Rees		(09-10) Diane Stading	642-0100
(08-09) Nate Ross	621-4453	(09-10) Jeff Thoma (P)	626-9700
(08-09) Les Russell	622-2979	(09-10) Ann Totherow	626-1444
(08-09) Annette Schoonover		(09-10) Sara Young	622-4900
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – April 2, 2009

Roll Call & Introductions –

Police Beat – Chief Neilsen reported suspects in custody on crimes reported on at last PDA meeting; Officer of the Year = Chief Chaplain Tim Thompson; PPD gearing up for Fair, Wagon Train, Brewfest; chronic issues with transients, working with United Outreach for temp and permanent shelter

City Report – Gary Pigg commented on Community Clean Up Day April 18; 3 streetlamps have been hit / damaged, 1 suspect ID'd will pay for damages, other lampposts have to be paid for by city; coordinating with 3 business districts on Founder's Day / Wagon Train, radio campaign, and brochures

PDA Business – Deb Jensen (El Dorado Arts Council), Annette Schoonover (Winterhill Olive Oil Co) and Sue Rees (Kelseys NeedleKrafts) were elected to PDA Board to fill 3 vacancies. All 3 terms will expire at the end of the year.

Main St / Cedar Ravine / Clay St Roundabout – Randy Pesses reported on the roundabout scheduled for construction in 2010 and the impacts to parking. Current configuration will cause shortfall of 45 spaces. Preferred site for new parking is triangular lot on Locust St next to Hangtown Creek...adjacent to ED Trail, doesn't take up prime commercial space on Main St, improves aesthetics to Hangtown Creek. Discussion centered on parking along trail (behind Sweetie Pies), impacts to Farmers Market, additional parking on Locust North of Highway 50; need for business overlay for 600 block of Main St; relocated parking could be catalyst for upper Main; expand PDA boundaries to Broadway and west to Placerville Dr; Deb Jensen "turn our town into an oasis to the sea of asphalt of Highway 50, particularly along Hangtown Creek"; roundabout is consistent with approved Streetscape Plan

Highway 50 OPS – Randy Pesses reported Rick Tippett is no longer with the City; wrought iron railing is completed; Bedford Ave left turn pocket is open; Daylight paving of lower Main would require a complete street closure so idea was rejected by PDA members, we'll wait for the nighttime temperatures and all paving will be done by end of May 2009; punch list time; 87% work done within 92% of the time.

Marketing & Events Report – Lisa Crummett reported calendar of events cards & posters are avail; Rhythm & Blooms May 1, 2009 6-10 Town Hall to benefit Flower Baskets on Main St; Art Walk needs sponsors; 3rd Sat postcards; Car Show Sunday, May 17; Farmer's Market and Brewfest coming in June; "Things are happening RIGHT HERE on Main St!"

Grant Report – T. Granados reported balance of \$25589K with \$9K encumbered for Flower Power.

Treasurer's Report – T. Granados reported \$37450 in checking & savings

Chamber Report – Jody Franklin reported Visitor Guide out in May; LA Media Event 4/15; Tahoe Tourism Symposium 4/21; Chamber submits calendar of events to state, region, etc; Calif Cup FAM Tour 5/16; Military Vehicle Assoc Lincoln Highway drive 7/6 coming into Placerville

PACT Report – Dave Machado reported PACT Event April 29 at ANOVA Building; will showcase all commercial districts of City visions for development; City Council approved funding for the redevelopment feasibility study, should be complete in 60-90 days then have to form the redevelopment district

City Council Report – Dave Machado reported upcoming City council items: update on building at 301-305 Main St (Herrick & Bonsteel Brick Building; design guidelines for Main St properties

Open Forum – T. Granados, thanks to ED Arts Council using email to cross promote downtown events and activities, asking everyone to do the same; C Patton announced flower baskets will go up Sunday April 26 at 11AM using Les Russell's antique firetruck; Ross Branch from Congressman McClintock's office talked about their office watching what goes on in the communities, wants to participate, but can't bartend for Rhythm & Blooms; Kelsey's NeedleKraft is now open next door to Tony Matthews; Jim Vindeler will post update on rental space on Main St, please contact him with your information.

Executive Board Meeting – May 21, 2009 8:30 AM Stamp It Rich

PDA General Meeting – May 7, 2009 8:00 AM Cary House

Placerville Downtown Association
Meeting Agenda for Thursday, May 7, 2009; 8AM – 10AM at the Cary House
www.placerville-downtown.org

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Information for Members –

Sponsors needed for Brewfest, \$50 to Stamp it Rich;
 Farmer’s Market Opening: May 9th Sat AM Market
 Farmer’s Market Opening: June 17th Wed PM Belltower Market;
 Opening Soon: Dahlia Sushi, Zia’s, Findleton Art & Wine, Pompeis Pizza & Pasta

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

Police Beat (8:05-8:15) – Chief Neilson

City Report (8:15-8:20) – Gary Pigg

Highway 50 Project (8:20-8:25) –Randy Pesses

Business (8:25-9:15)

Vote on yearly grant budget and radio campaign expenditures – Jeff Thoma
 Main St Design Guidelines – Les Russell & Dave Machado
 Belltower Farmer’s Market – Annette Schoonover
 3rd Saturday Art Walk – Deb Jensen

Marketing & Events (9:15-9:25) – Lisa Crummett

Wagon Train / Founders Day & street closure- June 13th 11:30 – 5
 Belltower Brewfest – June 27th 6-9 PM

Treasurer’s Report (9:25-9:30) – Linda Johnson

Chamber Report (9:30-9:35) – Jody Franklin

PACT Report (9:35-9:40) – Dave Machado

City Council Report (9:40-9:45) – Dave Machado

Open Forum (9:45-10:00)

Executive Board Meeting Date: 8:30AM, May 21, 2009 (Stamp It Rich)

PDA General Meeting Date: 8AM – 10AM, June 4, 2009 (Cary House)

PDA Board of Directors 2009			
(08-09) Larry Caso	626-8651	(09-10) Tony Granados (VP)	626-9161
(08-09) Susie Huber	622-0111	(09-10) Linda Johnson (T)	344-0452
(08-09) Deb Jensen		(09-10) Dave Morrill	642-1074
(08-09) Carol Patton (S)	626-3554	(09-10) Kris Payne	626-6474
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(08-09) Annette Schoonover		(09-10) Sara Young	622-4900
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – May 7, 2009

Roll Call & Introductions –

Police Beat – Chief Nielsen reported PPD gearing up for June their busiest month; looking for grants to fund staff positions; concentrating on Ivy House Parking Lot; Shield Academy starting 6 new trainees; Several high profile cases now winding their way through the courts

City Report – Gary Pigg commented City Activity Guide is out; County Fair applications now available; 46 tons of waste brought in to Community Clean-Up Day; Interstate 80 to start major construction project May 2009 – 2013.

Highway 50 OPS – Gary Pigg reported paving and striping will be done by end of May; decorative railing, permanent signs, crash cushions, & punch list still remaining; still problem west bound turn lane onto Mainline 50 from Spring St

Grant Report – Jeff Thoma reviewed history of Grant monies (\$150,000 from developers of Walmart in 2001); reviewed past expenditures; 2009-2010 budget \$23,000 includes \$1,000 / wages, \$10,000 / ads, \$2,000 permanent advertising, \$10,000 / leveraged funds: 1st Kris Payne 2nd Sara Young. Motion to approve budget passed Grant committee requests \$7,000 of ad monies to be spent as follows: \$3400 on KHITS 92.1 radio campaign (including a live remote for 3rd Sat in July), \$2800 brochures, \$800 Cider Press. 1st Kris Payne 2nd Linda Johnson. Motion to approve expenditures passed.

PDA Business – Deb Jensen talked about 3rd Sat Artwalk renamed to Placerville Artwalk, need 5 more sponsors (\$170) leverage your investment with the group for \$17,000 worth of advertising; Placerville embraces arts as visual and economic vitality; summer nights are our regions best assets; stay open at least past 8PM on 3rd Sat May through October; direct and indirect benefits from events; Main St Design Guidelines coming to PDA in June; Annette Schoonover (Belltower Farmer's Market) reported start date of June 17th 5PM until dusk, your shop flyers can be placed at Belltower during event to promote your shop, maybe announcements, hang your farmers markets flags, bigger market with more vendors this year, if you have any ideas talk to Annette 626-6369.

Marketing & Events Report – Lisa Crummett reported calendar of events cards & posters are avail as well as Founder's Day & Wagon Train; Founders Day Sat June 13 street closure 11:30 – 6:30, 12 wagons on Main St from 2 – 3, need merchants contest organizer; Brewfest June 27th ; Craft Faire & Antique Faire applications going out now; Street Closure for July 18th Artwalk 5PM

Grant Report – L. Johnson reported balance of \$25336K with \$9K encumbered for Flower Power.

Treasurer's Report – L. Johnson reported \$31696 in checking & savings

Chamber Report – Jody Franklin has tons of Founders Day Brochures but plans to distribute outside of the area; same with Visitors Guide; 2 Lane Gourmet and Route 66 Author Tom Snyder coming to Placerville and Fairplay to eat and drink

PACT Report – Jeff Thoma reported on the PACT Event held April 29 at ANOVA Building that showcased all commercial districts of City visions and projects being developed; between 120 and 150 people showed up; Art related projects were the crowd favorites; wrap up meeting end of May will report back at June PDA meeting

Open Forum – C. Patton reported Rhythm & Blooms netted \$6000 in spite of the torrential rains, thanks to all the sponsors who donated merchandise and money, 2010 goal is baskets from Sacramento St to Bedford (32 total), 2011 goal is baskets all the way to Cedar Ravine (60 total); working on grants to cover the labor contract that allows for MORE clients to water the baskets; J. Thoma reported that Winesmith received the "coveted" KCRA "A" List award for 2009, congratulations Shelley & Jeff; CASA Walk-n-Rock for kids Sat May 23, see Jeff Thoma; Kris Payne reminded us about Clarksville Day Sat May 9th; Sue Rees commented on her customers saying "Main St is really a nice place now."

Executive Board Meeting – May 28, 2009 8:30 AM Stamp It Rich
PDA General Meeting – June 4, 2009 8:00 AM Cary House

Placerville Downtown Association
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Information for Members –

Sponsors needed for KHITS ad campaign (starts June 20), \$50 Gift Certs to L. Crummett
 Sponsors needed for Brewfest, \$50 to Stamp it Rich; ABC will be monitoring the event
 Belltower Farmer’s Market Opening: June 17th Wed PM Belltower
 PLEASE Decorate your store for Founder’s Day through July 4th
 Opening Soon: Main St Music, Dahlia Sushi, Zia’s, Findleton Art & Wine

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

Police Beat (8:05-8:15) – Chief Nielsen

City Report (8:15-8:35) – Gary Pigg & John Driscoll

Highway 50 Project (8:35-8:45) –Randy Pesses

Business (8:45-8:55)

Adam Anderson with Boy Scout Troop 58 to discuss Holiday Flag Placement on Main St

Marketing & Events (8:55-9:25) – Lisa Crummett

Wagon Train / Founders Day & street closure- June 13th 11:30 – 5
 Placerville Artwalk June 20 – live music (Sidetrack) at the Belltower
 Belltower Brewfest – June 27th 6-9 PM

Treasurer’s Report (9:25-9:30) – Linda Johnson

Chamber Report (9:30-9:35) – Jody Franklin

PACT Report (9:35-9:40) – Dave Machado

City Council Report (9:40-9:45) – Dave Machado

Open Forum (9:45-10:00)

Executive Board Meeting Date: 8:30AM, June 18, 2009 (Stamp It Rich)

PDA General Meeting Date: 8AM – 10AM, July 2, 2009 (Cary House)

PDA Board of Directors 2009			
(08-09) Larry Caso	626-8651	(09-10) Tony Granados (VP)	626-9161
(08-09) Susie Huber	622-0111	(09-10) Linda Johnson (T)	344-0452
(08-09) Deb Jensen	295-3496	(09-10) Dave Morrill	642-1074
(08-09) Carol Patton (S)	626-3554	(09-10) Kris Payne	626-6474
(08-09) Sue Rees	622-6205	(09-10) Diane Stading	642-0100
(08-09) Nate Ross	621-4453	(09-10) Jeff Thoma (P)	626-9700
(08-09) Les Russell	622-2979	(09-10) Ann Totherow	626-1444
(08-09) Annette Schoonover	626-6369	(09-10) Sara Young	622-4900
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – June 4, 2009

Roll Call & Introductions –

Police Beat – Chief Nielsen reported the 5/13 bank robbery suspect is on his way to prison; PPD has 0 unsolved high profile crimes; gearing up for Founders Day, Fair, Brewfest; Ivy House Parking Lot still getting attention

City Report – Gary Pigg commented on Founders Day and recreating 1859; John Driscoll gave an overview on status of the City Budget; potential shortfall of \$900,000 resulting from drop in sales tax revenue and state taking gas tax & property taxes; asking for 10% pay cuts from employees, but still need layoffs; no Community Promotions Budget for 2010; PDA business license surcharge still going to PDA

Highway 50 OPS – Randy Pesses reported paving is done, permanent striping being done at night; left turn lanes on Main St at Pacific will remain dedicated left turns per Caltrans; Christmas Trees can go up if behind the barrier, ask Eagle Scouts to help with project; how about lights on Pedestrian Overcrossing?

PDA Business – Adam Adamson and members of BSA Troop 58 made a presentation of their Flag Placement Project. If anyone wants the troop to place flags in front of their store on National Flag Holidays, contact Adam Adamson @ 621-1111, cost is \$30 per year

Marketing & Events Report – Lisa Crummett reported Founders Day Sat June 13 street closure 11:30 – 6:30, 13 - 15 wagons on Main St from 2 – 3; Brewfest June 27th Merchants need to contact brewery personally, street closure will be from Sacramento St to Clay St; Craft Faire & Antique Faire applications going out now; Street Closure for July 18th Artwalk 5PM; Signs on Mainline 50 need to say event; Motion to purchase signs for Highway 50 and for Welcome to Placerville 1st Kris Payne, 2nd Diane Stading. Motion passed unanimously; Doug Braaten and Les Russell to identify events.

Grant Report – J. Thoma reported balance of \$16336

Treasurer's Report – L. Johnson reported \$29,227.88 in checking & savings

Chamber Report – Jody Franklin discussed value and ROI of advertising with Visitors Authority; cooperative advertising gets 4-10 times value of your \$\$; State spending \$51 million on tourism for next 3 years; 7/5 debut of Experience El Dorado and Channel 10, Marilyn Ferguson and Main St will be featured in 1st segment; Tom Browkaw doing Highway 50 series starting in Maryland, Jody is attempting contact.

PACT Report – Dave Machado reported the conversion of Empire Theatre to a performing arts center was the top vote getter at the PACT open house; PACT will commence shortly with fund raising campaign to help with Redevelopment District; another PACT Open House scheduled 7/15 for general public

City Council Report – Dave Machado gave an overview of 301-305 Main St (Herrick & Bonsteel Brick or Hangmans Tree Building), owners have submitted to Planning Commission that building is structurally unsound and historically insignificant, if approved a demolition permit will be issued; Sandwich Board (A Frame) Signs are illegal on the sidewalk, potential enforcement issue; discussed Design Guidelines a committee was formed including: J. Thoma, K. Payne, L. Russell, S. Rees, L. Johnson, M. Ferguson, D. Braaten, G. Pigg

Open Forum – B. Robinson talked about 34 Banners on Parade and they are absolutely “incredible”; L. Johnson commented on opportunity for merchants to display coupons at Wed Night Main St Farmers Market at the Belltower, starting June 17th; L. Russell commented that \$1000 budgeted from Grant for Art Mural on Highway 50 and Canal St be reallocated to Christmas Trees, J. Thoma reported that the \$1000 was already back in General Budget.

Executive Board Meeting – June 18, 2009 8:30 AM Stamp It Rich

PDA General Meeting – July 2, 2009 8:00 AM Cary House

Placerville Downtown Association
Meeting Agenda for Thursday, July 2, 2009; 8AM – 10AM at the Cary House
www.placerville-downtown.org

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

Information for Members –

Now open: Fusion Gallery & Findleton Wine Tasting, Belltower Farmers Market
 Opening Soon: Main St Music, Elizabeth Osborn Gallery, Bagel Works, CandyStrike
 Cleanliness: Please wash your windows and sweep the sidewalk in front of your stores

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

Police Beat (8:05-8:15) – Chief Nielsen

City Report (8:15-8:20) – Gary Pigg

Highway 50 Project (8:20-8:25) – Randy Pesses

Christmas Trees (8:25-8:30) – Dolly Wager

Business (8:30-9:00)

EDHS Homecoming (100th year reunion) Parade Options-Sat Oct 3 – Becca Kaldunksi

PDA Level of Communications – Jeff Thoma: Level 1 Open Forum; Level 2 Exec Committee; Level 3 Email Blasts

Founders Day recap, planning for next Wagon Train coming Sat, June 12, 2010

3rd Sat Placerville Artwalk, Street Closure 5 PM – 10 PM July 18th

Marketing & Events (9:00-9:20) – Lisa Crummett

Treasurer's Report (9:20-9:25) – Linda Johnson

Grant Report (9:25-9:30) – Jeff Thoma

Chamber Report (9:30-9:35) – Jody Franklin

PACT Report (9:35-9:40) – Dave Machado

City Council Report (9:40-9:45) – Dave Machado

Open Forum (9:45-10:00)

Executive Board Meeting Date: 8:30AM, July 23, 2009 (Stamp It Rich)

PDA General Meeting Date: 8AM – 10AM, Aug 6, 2009 (Cary House)

PDA Board of Directors 2009			
(08-09) Larry Caso	626-8651	(09-10) Tony Granados (VP)	626-9161
(08-09) Susie Huber	622-0111	(09-10) Linda Johnson (T)	344-0452
(08-09) Deb Jensen	295-3496	(09-10) Dave Morrill	642-1074
(08-09) Carol Patton (S)	626-3554	(09-10) Kris Payne	626-6474
(08-09) Sue Rees	622-6205	(09-10) Diane Stading	642-0100
(08-09) Nate Ross	621-4453	(09-10) Jeff Thoma (P)	626-9700
(08-09) Les Russell	622-2979	(09-10) Ann Totherow	626-1444
(08-09) Annette Schoonover	626-6369	(09-10) Sara Young	622-4900
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – July 2, 2009

Roll Call & Introductions –

Now open: Zia's Gelateria, Main St Music, Alabaster Gallery, Findleton's Gallery, Bagelworks
Coming soon: Candystrike (1st Sat in Sept), dinners at the Courtyard Cafe

Police Beat – Chief Nielsen reported excellent June, no major problems with Wagon Train, Brewfest or County Fair. Largest Wagon Train in 25+ years; significant burglary at Robinsons Pharmacy, suspect has been arrested (brother of the bank robber 2 months ago!); older people hanging out at Ivy House Parking Lot are displacing the rowdy group; Heyday Café had 4 chairs stolen from their back door, no suspects

City Report – Gary Pigg was absent

Highway 50 OPS – Randy Pesses reported Highway 50 is effectively done, except for punchlist items and Pedestrian Overcrossing (POC) at Bedford, all signals are done, Clay St Roundabout project will connect ED Trail to the POC; Landscaping around Welcome to Placerville Sign has been delegated to Community Pride

PDA Business – Dolly Wager reported Christmas Trees will be behind the barrier along Highway 50 this year if we can raise the money to hire professionals to drill support holes, insert pipes and pull electrical wire. Hope to have 80-90 trees...will have cost estimates at August PDA meeting...questions to Dolly via ED Chamber; Sue & Bob Russell, Randy Pesses, Gary Pigg and Dolly Wager on committee

Becca Kaldunski discussed ED High School 100 year Homecoming on Oct 3, 2009. Request for street closure from 11:30 – 1:30, 40-50 entries (floats, marching bands, etc from prior classes as well as current year, difficult for PPD to do street closure event on Friday evening, questions raised about having parade on Sunday or earlier on Sat, staging to be on Locust Ave or Midtown Mall;

Jeff Thoma reported on levels of communication to PDA members 1st level = Open Forum, 2nd level = Exec Committee 3rd level = email blasts, trying to respect PDA members email addresses

Youth Rep reported on Youthfest 2009 to be held Sun July 26, with Full Street Closure from 2 – 7

Marketing & Events Report – Lisa Crummett reported Wagon Train / Founders Day whopping success, lack of space on Main St may encourage train to move through next year (Sat June 12); Brrewfest was down approx 200 tickets net result is \$5000 less net income to PDA budget, less rowdy crowd, pourers to limit pour to 2 oz only, thanks to Angie Patton for encouraging restaurants to come out onto Main St; Craft and Antique Faire Applications out now; Sept 12 Girls Night Out

Treasurer's Report – J. Thoma reported \$34926 in checking & savings

Grant Report – J. Thoma reported balance of \$16206

PACT Report – J. Thoma reported Public Open House postponed until Fall

City Council Report – D. Machado was absent

Chamber Report – Jody Franklin discussed the Ukraines being here and remarked how they thought they were in a movie!!; Experience El Dorado debuts on Channel 10 Sunday 5PM

Open Forum – Sara Young talked about Music in Courtyard going on now, posters / programs available; Kris Payne talked about YouTube of Founders Day done by Bill Robinson; Diane Stading asked if Exec Board discusses street closures for entire year, plan now for 2010, balance the closures throughout the year; Annette Schoonover talked about Center St Garage being available for parking during events, how the sign on Center St is in horrible location, circulation in the city has been improved because of the Highway 50 OPS project; Sara Young asked about leased spaces vacated by ANOVA employees and was told they are now being used by City Employees; Antique Dealers have noticed thefts on the rise, need to report all incidences to PPD; Annie asked if we could connect pedestrian ramp to 2nd floor of parking garage for people with strollers; Shelley asked about recycling bins in East end of the parking garage.

Executive Board Meeting – July 23, 2009 8:30 AM Stamp It Rich

PDA General Meeting – Aug 6, 2009 8:00 AM Cary House

Placerville Downtown Association
Meeting Agenda for Thursday, Aug 6, 2009; 8AM – 10AM at the Cary House
www.placerville-downtown.org

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

Information for Members –

Now open: Alabaster Gallery, Main St Music, Bagelworks, Zia’s Gelateria

Opening soon: Candystrike

Remaining 2009 Street Closure Events: Craft Faire Sun 8/9 and Antique Faire Sun 9/27
 5AM-6PM; EDHS 100th Homecoming Sat 10/3 11:30-1:30; Art & Wine Festival Sat
 10/17 5-10PM; Trick or Treat Sat 10/31 3-7PM; Festival of Lights Fri 11/27 4-9PM;
 Christmas Parade Sun 12/6 10-4PM

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

Police Beat (8:05-8:15) – Chief Nielsen

City Report (8:15-8:20) – G. Pigg

Highway 50 Project (8:20-8:25) – R. Pesses

Business (8:25-8:45)

Geo-Tourism – Jacquie Chandler & Penelope Curtis

Highway 49 realignment www.edctc.org – C.Patton

Resignation of Nate Ross and appointment of replacement Board Member – J. Thoma

Wed Farmers Mkt - products that compete with Main St Merchants – L. Crummett

EDHS Homecoming Parade –Vote on merchants preferred hours of street closure-Thoma
 3rd Sat Artwalk Sept 19 Food Drive for Upper Room – T. Granados

Marketing & Events (8:45-9:00) – L. Crummett

Treasurer’s Report (9:00-9:05) – L. Johnson

Grant Report (9:05-9:10) – J. Thoma

Christmas Trees (9:10-9:25) – D. Wager

Chamber Report (9:25-9:35) – J. Franklin

PACT Report (9:35-9:40) – D. Machado

City Council Report (9:40-9:45) – D. Machado

Open Forum (9:45-10:00)

Executive Board Meeting Date: 8:30AM, Aug 20, 2009 (Stamp It Rich)

PDA General Meeting Date: 8AM – 10AM, Aug 6, 2009 (Cary House)

PDA Board of Directors 2009			
(08-09) Larry Caso	626-8651	(09-10) Tony Granados (VP)	626-9161
(08-09) Susie Huber	622-0111	(09-10) Linda Johnson (T)	344-0452
(08-09) Deb Jensen	295-3496	(09-10) Dave Morrill	642-1074
(08-09) Carol Patton (S)	626-3554	(09-10) Kris Payne	626-6474
(08-09) Sue Rees	622-6205	(09-10) Diane Stading	642-0100
(08-09) Nate Ross	621-4453	(09-10) Jeff Thoma (P)	626-9700
(08-09) Les Russell	622-2979	(09-10) Ann Thetherow	626-1444
(08-09) Annette Schoonover	626-6369	(09-10) Sara Young	622-4900
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – Aug 6, 2009

Roll Call & Introductions –

Police Beat – Chief Nielsen reported receiving fed \$\$ to rehire officer increasing staff to 18. Community Services Officer has been laid off; Ivy House Parking Lot continues to be problem

City Report – Gary Pigg reported the city rec'd \$6800 to do ADA rehab projects throughout city; Redevelopment Feasibility Study should be available end of this month; Highway 50 project wrapping up; undergrounding of telephone poles on lower Main St being completed; weedeating around Welcome sign

Business Christmas Trees – Dolly Wager reported PGE will drill holes for 80 trees; Chamber Leadership Class will take on fundraising; trying to get labor and materials for wiring donated; Sue Rees is PDA rep on committee; trees avail for adoption on 1st come 1st served basis; Highway 50 Holiday Tree and Promotional 50 Corridor Project will incorporate encroachment fee / permit for all promotional uses of corridor

Geo-Tourism – Jaquie Chandler gave overview on this exciting project..please go to the website www.tahoechamber.org and click on EDC Geotourism Portal to find out more and VOTE!!!!

EDCTC Highway 49 Realignment Carol Patton gave a report on the stakeholders meetings being held to discuss a potential realignment of Highway 49... www.edctc.org for more info or call Carol

New Board Member Doug Braatan was appointed to fill Nathan Ross' Board position after Nathan resigned

Wed Night Farmers Market Lisa Crummett gave an overview on the Belltower Farmers Market and the competition from farmers with PDA members. A vote was taken to continue support for the market thru 2009 season and a committee established to establish written guidelines between Farm Trails and PDA before 2010 season. Sue Rees 1st, Susie Huber 2nd. Passed unanimously

EDHS Homecoming Parade – Tony Granados discussed motion to have street closure 9:30 – noon Sat 10/3 K Payne 1st, L Johnson 2nd. Motion passed with 2 dissenting; subsequent committee formed to establish PDA guidelines for street closure events

Trash cans need cleaning and Main St needs recycle cans

Food Drive Sept 19 – Tony Mathews, Placerville Clothing and Belltower are drop off points for food drive

Art on Parade: 5 Years – Bill Robinson has book for sale (\$34.95) supporting Art on Parade www.blurb.com/bookstore/detail/733311 for info or to purchase

Marketing & Events Report – Lisa Crummett reported 95 vendors for Craft Faire, 3rd Sat going well; EDWA is supporting Art & Wine Festival wine glasses, need your \$50 check for winery; Girls Night Out 9/12 \$40 sponsorship for advertising

Treasurer's Report – Linda Johnson reported \$43,052.92 in checking / savings

Grant Report – Linda Johnson reported balance of \$18,221.59 in grant fund account

PACT Report – Dave Machado reported newsletter available at Tony Mathews, C Patton will email copy, event to be held in October

City Council Report – Dave Machado reported demolition permit public hearing for 301-305 Main St on Sept 3 7PM Planning Commission Meeting; Illegal A Frame signs on Sept PDA Agenda, Historic Design Guidelines for Main St committee established to review and comment

Chamber Report – Jody Franklin reported Business Resource Center and wants to know what they can do to help your business; Visitors Guide available at CandyStrike; RFP going to EDC for funding; Jan 2010 Society of Pro. Writers coming to Tahoe, planning for post conference trip to Placerville and Coloma; Sac Convention & Visitors Bureau looking for group tours, where can tour buses park?

Open Forum – Tony Granados talked about the problem with #2 and #3 lanes on Southbound Spring St where the through lane and the left turn lane end up in the same place, Caltrans is restriping the edge of mainline 50 for right turn lanes; Doug Braatan is planning multi-store grand opening celebration for 3rd weekend in September

Executive Board Meeting – Sept 17, 2009 8:30 AM Stamp It Rich

PDA General Meeting – Sept 3, 2009 8:00 AM Cary House

Placerville Downtown Association
Meeting Agenda for Thursday, Sept 3, 2009; 8AM – 10AM at the Cary House
www.placerville-downtown.org

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

Information for Members –

- Now open: CandyStrike; Opening soon: Creekside Antiques & Metal Dragonfly Designs
- 3rd Sat Artwalk Sept 19 Food Drive for Upper Room- see Tony Granados for info
- Nominations for 2010 PDA Board coming up in October
- Remaining 2009 Street Closure Events: Antique Faire Sun 9/27 5AM-6PM; EDHS 100th Homecoming Sat 10/3 10AM-Noon; Art & Wine Festival Sat 10/17 5-10PM; Trick or Treat on Main Sat 10/31 3-7PM; Festival of Lights Fri 11/27 4-9PM; Christmas Parade Sun 12/6 10AM-4PM

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

Christmas Trees (8:05-8:10) – Dolly Wager

Highway 50 closure (8:10-8:15) - Laurel Brent-Bumb

Police Beat (8:15-8:20) – Chief Nielsen

City Report (8:20-8:25) – Gary Pigg

Business (8:25 – 9:00)

- Discussion & vote on Existing Sign Ordinance Enforcement – Steve Calfee
- Committees List Update – Jeff Thoma

Marketing & Events (9:00-9:15) – Lisa Crummett:

- Get your \$50 in for Art & Wine Festival to Stamp It Rich (1st come 1st served)
- Geotourism nominations due 9/11 apps avail at www.tahoechamber.org;
- Upcoming events: Girls Night Out Sat 9/12 6-9PM; Placerville 3rd Sat Art Walk 9/19, 5-9PM; Antique Street Faire Sun 9/27 8AM-3PM

Treasurer's Report (9:15-9:17) – Linda Johnson

Grant Report (9:17-9:20) – Jeff Thoma

Chamber Report (9:20-9:25) – Jody Franklin

City Council Report (9:25-9:35) – Dave Machado

- Proposed water & sewer rate increases- upcoming workshop

Open Forum (9:35-10:00)

- Greg Phelps (Centro's); Outside Seating Project & Streetscape Plan
- Tony Granados; Broadway's Multi-Modal Transportation Workshop
- Carol Patton; Transportation Commission CAC update

Executive Board Meeting Date: 8:30AM, Sept 17, 2009 (Stamp It Rich)

PDA General Meeting Date: 8AM – 10AM, Oct 1, 2009 (Cary House)

PDA Board of Directors 2009			
(08-09) Larry Caso	626-8651	(09-10) Tony Granados (VP)	626-9161
(08-09) Susie Huber	622-0111	(09-10) Linda Johnson (T)	344-0452
(08-09) Deb Jensen	295-3496	(09-10) Dave Morrill	642-1074
(08-09) Carol Patton (S)	626-3554	(09-10) Kris Payne	626-6474
(08-09) Sue Rees	622-6205	(09-10) Diane Stading	642-0100
(08-09) Doug Braatan		(09-10) Jeff Thoma (P)	626-9700
(08-09) Les Russell	622-2979	(09-10) Ann Totherow	626-1444
(08-09) Annette Schoonover	626-6369	(09-10) Sara Young	622-4900
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – Sept 3, 2009

Roll Call & Introductions –

Linda Johnson reported that reps from EDHS will be at the Oct meeting to discuss the 100th Homecoming on Oct 3, window decorating contest, students will help.

Street Closure Committee has been formed and will be meeting

Highway 50 Holiday Trees and Promotional 50 Corridor Project Dolly Wager reported 80 – 90 trees will be placed on Hwy 50 in 2009; Westside Church has donated outright \$2500 and up to \$7500 matching monies to any donation for the trees; infrastructure est to be \$13-20,000

Chamber Report Laurel Brent-Bumb commented on the Caltrans closure of Hwy 50 at Echo Summit in May 2010 for 14 – 44 days; coming back to PDA for vote / recommendation in Oct; EDChamber is working on AB 1066 to extend timber harvest plans in an attempt to reopen Sierra Pacific Mill in Camino.; Marshall Gold Discovery Park is still slated for closure. Website is keepsuttersmillopen.org. please fax your comments; Larry Caso volunteered to be the PDA rep for a voting position on the Chamber Board

Police Beat – Chief Nielsen reported receiving fed \$\$ to rehire officer increasing staff to 18 from 24; Sanitex Cleaners was broken into; thank you for community support of Bloodhound Hank

City Report – Gary Pigg reported SEDD 40th anniversary SBA loans available; Banner Parking is new parking enforcement contractor; Looking into energy retrofitting grants for city and businesses

Business – Steve Calfee discussed current sign regulations and that temporary signage (includes banners, Aboards, floating/flying signs, moving signs) are not allowed; potential \$100 fine per day per violation; PDA voted to send letter to all members and CC the City Council requesting all members follow the rules along with the 1 page summary of the ordinance attached; S Rees 1st K Payne 2nd Unanimous vote

Marketing & Events Report – Lisa Crummett reported Art & Wine Festival 10/17 get your sponsorship money \$50 to Stamp It Rich; Antique Faire moving forward but 2010 may be time to look at a combo event with Craft Faire; Holiday Committee needs to meet; New brochures are available

Treasurer's Report – Linda Johnson reported \$43,420 in checking / savings

Grant Report – Jeff Thoma reported balance of \$21,309 in grant fund account

City Council Report – Dave Machado reported on the water/sewer workshop coming 9/29 7Pm at Town Hall; proposed increases due to start Nov/Dec 2009

Chamber Report – Jody Franklin reported Jan 2010 Society of Pro. Writers coming to Tahoe, planning for post conference trip to Highway 50 Corridor, Coloma and Fairplay

Open Forum –Greg Phelps showed the group his plans to encroach into the traffic lane in front of Centros to add 6 more tables outside, Randy Pesses commented on the Centro project and how it fits into the city streetscape plan and how the city will add to the project with ADA compliant crosswalks; Shelly asked about an additional public restroom and recycling cans; Carol Patton discussed the ED Transportation Commission Town Hall Meetings being held throughout EDC to discuss the makeup of the Transportation Commission; Bill Robinson talked about Art on Parade being self-funded and reminded the group of the website www.blurb.com/bookstore/detail/733311 for info on purchasing the book on Art on Parade and other items; Bill also talked about the you tube videos he has done and that they are linked to the PDA website.

Executive Board Meeting – Oct 22, 2009 8:30 AM Stamp It Rich

PDA General Meeting – Oct 1, 2009 8:00 AM Cary House

Placerville Downtown Association
Meeting Agenda for Thursday, Oct 1, 2009; 8AM – 10AM at the Cary House
www.placerville-downtown.org

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

Information for Members –

- Now open: Metal Dragonfly Designs; Opening soon: Creekside Antiques
- PACT Open House – Fri 10/9 4:30-7 Smith Flat Center for Health
- Wall of Wine fundraiser at Tony Matthews 10/17
- Remaining 2009 Street Closure Events: EDHS 100th Homecoming Sat 10/3 10AM-Noon; Art & Wine Festival Sat 10/17 5-10PM; Trick or Treat on Main Sat 10/31 3-7PM; Festival of Lights Fri 11/27 4-9PM; Christmas Parade Sun 12/6 10AM-4PM

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

Police Beat (8:05-8:10) – Chief Nielsen

City Report (8:10-8:15) – Gary Pigg

EDHS Homecoming Parade (8:15-8:25) EDHS Principal Jerry Smith will talk about Homecoming Parade and Events for the weekend of Sat Oct 3

Business (8:25 – 9:00)

Nominations for 2010 PDA Board Members – Jeff Thoma – 8 positions available

Sign Ordinance – Jeff Thoma – discussion and vote on letter to city re: enforcement of ordinance

Marketing & Events (9:00-9:15) – Lisa Crummett

- Art & Wine Festival hosting locations sold out
- Recap Girls Night Out and Placerville 3rd Sat Art Walk
- Upcoming events: EDHS Homecoming Parade 10/3 10-noon; Art & Wine Festival 10/17 5-10PM; Trick or Treat 10/31 4-6PM

Treasurer's Report (9:15-9:17) – Linda Johnson

Grant Report (9:17-9:20) – Jeff Thoma

Christmas Trees (8:05-8:10) – Dolly Wager

Chamber Report (9:20-9:25) – Jody Franklin

City Council Report (9:25-9:35) – Dave Machado

Open Forum (9:35-10:00)

Executive Board Meeting Date: 8:30AM, Oct 22, 2009 (Stamp It Rich)

PDA General Meeting Date: 8AM – 10AM, Nov 5, 2009 (Cary House)

PDA Board of Directors 2009			
(08-09) Larry Caso	626-8651	(09-10) Tony Granados (VP)	626-9161
(08-09) Susie Huber	622-0111	(09-10) Linda Johnson (T)	344-0452
(08-09) Deb Jensen	295-3496	(09-10) Dave Morrill	642-1074
(08-09) Carol Patton (S)	626-3554	(09-10) Kris Payne	626-6474
(08-09) Sue Rees	622-6205	(09-10) Diane Stading	642-0100
(08-09) Doug Braatan	295-1007	(09-10) Jeff Thoma (P)	626-9700
(08-09) Les Russell	622-2979	(09-10) Ann Totherow	626-1444
(08-09) Annette Schoonover	626-6369	(09-10) Sara Young	622-4900
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Revised Meeting Minutes – Oct 1, 2009

Roll Call & Introductions –

Creekside Trading Company coming soon; Art & Wine Festival October 17 with street closure

Police Beat – Chief Nielsen reported a vehicle involved with a homicide in West Sacramento was found near Cold Springs led to a lockdown of area schools, suspects were not found; Ivy House Parking Lot problem has moved to Benham Park and St Patricks Parking Lot; no problems with Antique Faire; Gearing up for Fall/Holiday events

Highway 50 Holiday Trees and Promotional 50 Corridor Project Dolly Wager reported 50 trees will be placed on Hwy 50 in 2009; Spacing to coordinate with Revitalization Action Plan; Support from City, Carnahan Electric and service clubs; infrastructure costs est to be \$13-20,000; Donate to Economic Dev Corp of EDChamber – 501c3; Adopt your tree today

City Report – Gary Pigg reported City Council approved encroachment permit for Centro to expand the sidewalk into the street to allow for additional seating; Planning started for Christmas Parade, Les Russell to be PDA rep with Christmas Parade Committee, attempt to keep parade to 2 hours

Business – Jerry Smith EDHS principal Thanked the PDA for our support of the 100th Anniversary Homecoming Parade; EDHS exists because of this community; Hope the parade has future support of PDA; Students beginning to believe in something bigger than themselves; Kelsey Rees presented J Smith with a book of Main St Merchants Ads to be read at the homecoming game.

Nominations for 2010 / 2011 Board – 9 names were nominated to be placed on the ballot for a 2 year term Sue Rees, Deb Jensen, Susie Huber, Annette Schoonover, Doug Braatan, Mary Meader, Shelley Winzeler, Bill Robinson, and Scott Ingraham. Ballots distributed next week, votes counted prior to next meeting; Board member can only miss 2 consecutive meetings or 5 for the year

Sign Ordinance – Jeff Thoma informed members of the current city sign regulations, comments ranged from quality begets quality, trashy begets trashy, do we really know how PDA members feel? Information distributed paper copy and electronically and no rebellion; Motion made to draft letter to City Council requesting <6 months before enforcing current sign regs A. Schoonover 1st S Rees 2nd 9 ayes / 1 abstention

Marketing & Events Report – Lisa Crummett reported Art & Wine Festival coming and to remind your customers, please; Girls Night Out brought lots of people downtown but is NOT a PDA alcohol event, your shop must have an ABC license if you want to serve alcohol (same with Pville 3rd Sat Art Walk); Next year GNO last Friday in February and last Friday in August; Pville 3rd Sat Art Walk went well in 2009, thanks to ED Arts Council, PDA, city, Gold Country Art Gallery and all the sponsors; Antique Faire audience comments ranged from: created horrendous traffic, trashy merchandise, short on vendors but still made money due to lower expenses, 21 year event but maybe look at combining with Craft Faire, PDA would need to revise annual budget if combined, PDA cannot have outside vendors selling hot dogs on street; Street Closure Committee Sue Rees will chair this committee to look at how many street closures per year and per month, length of time to display signs of street closure; Holiday Committee has met Shop Your Independent Local Business; Main St Merchant Welcome Packet A. Schoonover will meet with her committee soon; Halloween coming expect 3000 trick or treaters with street closure from 4-6

Treasurer's Report – Linda Johnson reported \$37,478.58 in checking / savings

Grant Report – Jeff Thoma reported balance of \$21,000 in grant fund account; Request made from S. Rees to purchase 5' x 3' PDA banner for EDHS gym for \$395 T Granados 1st L. Johnson 2nd unanimous

City Council Report – Dave Machado reported 301-305 Main St Herrick Building and Hangmans will be agendized to Planning Commission once heritage association is allowed in to photo document interior, questions have been raised re: condition of west side of Gelato's Building, No derelict lot left if building is demolished

Open Forum – Discussion re: Highway 49 realignment; Historic 49 designation, did it work in Sutter Creek; Where to park tour buses

Executive Board Meeting – Nov 19, 2009 8:30 AM Stamp It Rich
PDA General Meeting – Nov 5, 2009 8:00 AM Cary House

Placerville Downtown Association
Meeting Agenda for Thursday, Nov 5, 2009; 8AM – 10AM at the Cary House
www.placerville-downtown.org

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

Information for Members –

- Opening soon: Creekside Trading Company, Pompeis
- Remaining 2009 Street Closure Events: Festival of Lights Fri 11/27 4-9PM; Christmas Parade Sun 12/6 1PM – 3:30PM
- Nov 1st 5PM Experience El Dorado Channel 10 – Main St Segment

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

Police Beat (8:05-8:10) – Chief Nielsen

City Report (8:10-8:15) – Gary Pigg

Christmas Trees (8:15-8:20) – Dolly Wager

Business (8:20 – 8:50)

- Voting results for 2010 / 2001 PDA Board Members 8 positions – Jeff Thoma
- Nominations for Executive Board
- Christmas Lights Maintenance – Lisa Crummett
- Window Decorating Contest – Ann Totherow
- Christmas Parade – Les Russell

Marketing & Events (8:50 – 9:15) – Lisa Crummett

- Recap Art & Wine Festival
- Upcoming events: Festival of Lights, Merchants Open House, Christmas Parade
- Late night shopping for Christmas

Treasurer's Report (9:15-9:17) – Linda Johnson

Grant Report (9:17-9:20) – Jeff Thoma

Chamber Report (9:20 – 9:30) – Jody Franklin and Kathleen Dodge

City Council Report (9:30-9:35) – Dave Machado

Open Forum (9:35-10:00)

- AB1204, Highway 49 realignment, PACT event

Executive Board Meeting Date: 8:30AM, Nov 19, 2009 (Stamp It Rich)

PDA General Meeting Date: 8AM – 10AM, Dec 3, 2009 (Cary House)

PDA Board of Directors 2009			
(08-09) Larry Caso	626-8651	(09-10) Tony Granados (VP)	626-9161
(08-09) Susie Huber	622-0111	(09-10) Linda Johnson (T)	344-0452
(08-09) Deb Jensen	295-3496	(09-10) Dave Morrill	642-1074
(08-09) Carol Patton (S)	626-3554	(09-10) Kris Payne	626-6474
(08-09) Sue Rees	622-6205	(09-10) Diane Stading	642-0100
(08-09) Doug Braatan	295-1007	(09-10) Jeff Thoma (P)	626-9700
(08-09) Les Russell	622-2979	(09-10) Ann Totherow	626-1444
(08-09) Annette Schoonover	626-6369	(09-10) Sara Young	622-4900
Lisa Crummett, Marketing Director	644-2276		

Placerville Downtown Association
Revised Meeting Agenda for Thursday, Dec 3, 2009; 8AM – 10AM at the Cary House
www.placerville-downtown.org

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

Information for Members –

- Opening soon: Creekside Trading Company, Pompeis
- EDAC new location in Upper Fairchild Building
- Remaining 2009 Street Closure Events: Festival of Lights Fri 11/27 4-9PM; Christmas Parade Sun 12/6 1PM – 3:30PM
- Reception for 2009 Christmas Parade Grand Marshall Walt Gray @ ED Chamber Sun 12/6 11:30

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

Police Beat (8:05-8:10) – Chief Nielsen

City Report (8:10-8:15) – Gary Pigg

Business (8:15 – 8:50)

- 2010 Antique Faire & Craft Faire Discussion and Vote
- 2010 Events Discussion and Vote
- 2010 Committee Sign-up Sheet
- Relaxation of Holiday Parking (revisited) Discussion and Vote

Marketing & Events (8:50 – 9:15) – Lisa Crummett

- Recap Festival of Lights, Merchants Open House
- Christmas Parade
- Late night shopping for Christmas
- Live remote Sat 12/12 11-1 Belltower w/ Big Jim Hall

Treasurer's Report (9:15-9:17) – Linda Johnson

Grant Report (9:17-9:20) – Jeff Thoma

Chamber Report (9:20 – 9:30) – Jody Franklin

City Council Report (9:30-9:35) – Dave Machado

Open Forum (9:35-10:00)

- Donna Hoopa Season of Non-Violence

Executive Board Meeting Date: 8:30AM, Dec 17, 2009 (Stamp It Rich)

PDA General Meeting Date: 8AM – 10AM, Jan 7, 2010 (Cary House)

PDA Board of Directors 2009			
(08-09) Larry Caso	626-8651	(09-10) Tony Granados (VP)	626-9161
(08-09) Susie Huber	622-0111	(09-10) Linda Johnson (T)	344-0452
(08-09) Deb Jensen	295-3496	(09-10) Dave Morrill	642-1074
(08-09) Carol Patton (S)	626-3554	(09-10) Kris Payne	626-6474
(08-09) Sue Rees	622-6205	(09-10) Diane Stading	642-0100
(08-09) Doug Braatan	295-1007	(09-10) Jeff Thoma (P)	626-9700
(08-09) Les Russell	622-2979	(09-10) Ann Thetherow	626-1444
(08-09) Annette Schoonover	626-6369	(09-10) Sara Young	622-4900
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – Dec 3, 2009

Roll Call & Introductions –

Creekside Trading Company and Pompeis coming soon

Police Beat – Chief Nielsen wished everyone a wonderful Christmas Season; commented on Festival of Lights estimated to have 3000 people, woman fell and broke her arm with compound fracture needed ambulance during the Festival, Bedford and Main intersection was closed during the Festival, think about closing to Cedar Ravine; Ped / vehicular collision on Broadway; Christmas Parade starts at 1 street closure will start at 12:30

City Report – Gary Pigg wished everyone Happy Holidays then reported on the Christmas Trees being up and thanks to Dolly Wager, the Chamber, the community and also PDA. Everyone is excited to have the trees back; He is doing his best to keep the Christmas Parade to 2 hours; employees and merchants please park in peripheral lots and save prime spaces for customers.

Business –2010 Antique Faire and 2010 Craft Faire discussion centered around whether or not to combine these 2 events into Peddlers Faire; No compelling reason to combine them was forthcoming; still striving for what is best for most; all our events have marketing value; find new dealers for both events to boost the bottom line; Antique Faire netted \$3173; Craft Faire netted \$3194; Carol Patton made motion to keep the Antique Faire and Craft Faire separate 2nd Kris Payne. Motion passed

Lisa Crummett commented on the PDA events and budget; Revenue in \$44931 Expenses out \$57554 Net loss of <\$12623>; Budget discussion will be coming in January meeting; Carol Patton passed around PDA Events sign-up sheet and PDA Committee Sign-up sheet; Reminded everyone that we need participants; comments about events that don't have >4 committee members, discussion next meeting; PDA Bylaws dictate that Board members sit on at least 2 committees; Don't have to be a board member to participate; Holiday Parking was revisited; Does PDA want to relax parking limits for the remainder of December; PDA would absorb costs of signage; time sensitive issue; probably hurt in the long run; employees abuse system currently; Les Russell made the motion to make no changes to parking this year and ask Council to remove it from their agenda; 2nd by Carol Patton. Motion passed

Marketing & Events Report –Lisa Crummett discussed marketing (recorder ran out of battery power) All the decorated windows look fabulous; the winners of the decorating contest are Tony Matthews, Metal Dragonfly, Canines on Main, winners receive a restaurant gift certificate; people love the decorations

Treasurer's Report L. Johnson reported a balance of \$44321 in checking and savings

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

Chamber of Commerce –Jody Franklin reported that >300 people decorated trees along Highway 50 including a woman who lives in Reno; Profession Travel Writers coming in January; Jody needs information from merchants for her Mondays on Main Flyer, what to do, who's open, etc.; individual events can be added to the Chamber Community Calendar

City Council Report – Dave Machado reported the Redevelopment Feasibility Study coming to Council in January 2010; Zoning issue coming to PDA; 3 determinations in the zoning code, the use is not allowed, a conditional use permit is requested, or a use is allowed by right. Council would like to know what PDA thinks about Used Merchandise Stores within the Central Business District (PDA boundaries). El Dorado Realtors Can Tree in Belltower only for 5 days due to conflicts with Holiday Entertainment, then it moves to El Dorado Hills until Christmas; El Dorado Hills got the State Visitors Center

Open Forum – Diane Stading announced her resignation from the PDA Board and the closure of Wine Tasting on Main; Dominique Hopa representing Season for Non Violence would like PDA permission to participate in all PDA events from Jan through April, ensuing discussion regarding tying non profits with events and being bombarded with social issues everywhere and maybe some events should just be fun; Kris Payne reported the Fountain Tallman Museum received a grant from PGE so they can remain open.