

Placerville Downtown Association
Meeting Agenda for Thursday, Jan 7, 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 –

- Open now: Creekside Trading Company, Pompeis
- Ted Gaines at Centros on Jan 25 9AM
- Business/Property owners are responsible for snow removal and maintenance of sidewalk

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

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

City Report (8:10-8:15) – Gary Pigg 301-305 Main, Emergency Snow Removal, Light at Round Table

Business (8:15 – 8:50)

- Tony G. - Nominations and vote to fill vacant board seats
- Tony G. - Event Committee: Discussion and vote regarding requirement that any PDA event have at a minimum 4 active members (not including Lisa) to be considered a viable event
- Les R. - Zoning issue: Should Used Merchandise Stores within the CBD (Central Business District or PDA boundaries) 1) are allowed by right 2) need a conditional use permit 3) are not allowed
- Tony G. – Discussion & Vote on Youthfest

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

- Girls Night Out
- 2010 Committee List
- 2010 Events List

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)

Executive Board Meeting Date: 8:30AM, Jan 21, 2010 (Stamp It Rich)

PDA General Meeting Date: 8AM – 10AM, Feb 4, 2010 (Cary House)

PDA Board of Directors 2010			
(09-10) Tony Granados (P)	626-9161	(10-11) Susie Huber	622-0111
(09-10) Linda Johnson (T)	344-0452	(10-11) Scott Ingraham	
(09-10) Dave Morrill	642-1074	(10-11) Deb Jensen	295-3496
(09-10) Kris Payne	626-6474	((10-11) Mary Meader	
(09-10) Diane Stading	642-0100	(10-11) Sue Rees	622-6205
(09-10) Jeff Thoma	626-9700	(10-11) Bill Robinson	
(09-10) Ann Totherow (S)	626-1444	(10-11) Annette Schoonover	626-6369
(09-10) Sara Young	622-4900	(10-11) Shelly Wlinzeler	
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – January 7, 2010

Roll Call & Introductions –

Creekside Trading Company and Pompeis are now open. Ted Gaines will be at Centro 1/25/10 at 9:00. All property owners and business owners are responsible for the removal of snow on the sidewalk in front of their store during a storm.

Police Beat – Chief Nielsen commented on a safe and timely Christmas parade. Commended the police department and public works for all their efforts during the big winter storm. Martin Luther King event will be Monday 1/18/10 at town hall. There will be a candlelight vigil and walk around bell tower around 6:00pm.

City Report – Gary Pigg announced his retirement after 31 years of service in El Dorado County and City of Placerville. He will be missed. John Driscoll stated though sales taxes were down Placerville did well in comparison to other cities in the vicinity. Questions regarding the removal of snow on Main St. and the garage were raised with no definitive answer at this time except that the main concern is to keep the roads clear for emergency vehicles. Pole by Round Table Pizza has been ordered and will be replaced. Hangman's Tree building is scheduled to be considered for demolition this month. Questions should be referred to the City.

Business – Nominations for 3 vacant seats on the PDA board were voted and approved. Doug Braaten, Dennis Thomas and Denise Allison are now members of the board. This motion was made by Tony and seconded by Linda Johnson. Voted and approved.

Discussion regarding the forming of committees and the need to have more participation by the merchants led to a motion by Denise Allison stating in order for a committee to be viable we need 3 active PDA members in addition to the Marketing Coordinator to participate or the event may be cancelled. The motion was made by Denise Allison and Mary Meader seconded it. Voted and approved.

Dave Machado discussed zoning issues as it relates to used merchandise sales on Main St. After much discussion a motion was made stating any business opening a used merchandise store with donated used goods for resale will be required to follow the requirements of a conditional or special use permit. A letter to this regard will be presented to the City Council from PDA. Kris Payne brought up the current historic district guidelines that only include 4 separate residential areas surrounding Main St. He asked anyone interested in helping to establish Main St as a historic district contact him. PDA decided not to vote on any issues relating to Youth Fest until PDA is asked by the Youth Fest group for a street closure.

Marketing & Events Report – Lisa mentioned Festival of Lights great attendance. She discussed the events and accomplishments of 2009. More merchant support needed for 3rd Saturdays. We met attendance and profit goals for most events. Six-month radio campaign seemed to help. Lisa stated maybe merchants need to look at other marketing tools such as coupon ads. Lisa will be working with committees to get 2010 budgets going. Please participate. All events are listed on line.

Treasurer's Report L. Johnson reported a balance of \$35,635.03 in checking and savings

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

Chamber of Commerce –No Chamber report this month.

City Council Report – Dave Machado reported the Redevelopment Feasibility Study coming to Council in January 2010; He mentioned Lil' Jonnie-D. Carlo's building has been leased. There is a vacancy coming up on Main St., if interested get in touch with Studio B. A request was made that any vacancies be made public at the PDA meeting each month.

Open Forum Doug Braaten hosting Chamber mixer February 23, 2010. January 16, 2010 is the annual Placerville Clothing sale. Clay Street roundabout has been dormant but it is now back on the table. Town hall meeting 1/28/10 at 6:00 to discuss roundabout. Sarah brought up the issue of how difficult the parking meters are. Rented spaces are not being used. Art Spaces, (El Dorado Art Council) having a Grand Opening on 1/22/10 and on 1/23/10 all day into evening happy hour. Sue Reese mentioned we should be proud of the fact that our sales tax was not down as much as other cities. Carl Hagen wrote a letter congratulating PDA regarding an award from MORE workshop for the Flower Power project. The holiday committee will be looking at a theme Christmas 2010 "Miracle on Main St." to bring a bit of the Nevada City Victorian Christmas feel to Placerville.

Placerville Downtown Association
Meeting Agenda for Thursday, February 4, 2010; 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 –

- 1) Bella Capelli hosting a ladies spa night. Three mini services & more. Feb. 11, 2010
Call 530-344-0320. Limited tickets.
- 2) Girls Night Out – Activity list and fees due now. \$40.00 fee. Take to Stamp it Rich.
- 3) Winter Hill hosting a Harvest Party February 13, 2010 from 1:00 to 6:00
- 4) Open now in the Courtyard-Geoffrey Ferguson, Goldsmith
- 5) Z-Pie is now under new owners

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

Z-Pie owner's introduction (Dale and Denise Lamport)

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

City Report (8:10-8:15) –

Business (8:15 – 8:50)

- 1) Lisa to discuss events & budget. (Discussion & vote)
- 2) Kelly Plag and Pat Baron to discuss Kacie's 5th annual ride for hope to begin at the Bell Tower at 8:00am on September 11, 2010.
- 3) Robyn Delfino to discuss Apple Blossom Festival and how Main St. can tie in a sale or event to support and promote their event and bring people downtown.

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

- 1) Girls Night Out
- 2) We encourage merchants to promote PDA events as well as fellow businesses in their advertising newsletters like Constant Contact. If you have an event bring information to the PDA meetings.

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

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

Open Forum (9:40-10:00)

Executive Board Meeting Date: 8:30AM, February 18, 2010 (Zia's)

PDA General Meeting Date: 8AM – 10AM, Feb 4, 2010 (Cary House)

PDA Board of Directors 2010			
(09-10) Tony Granados (P)	626-9161	(10-11) Susie Huber	622-0111
(09-10) Linda Johnson (T)	344-0452	(10-11) Scott Ingraham	
(09-10) Dennis Thomas	622-3186	(10-11) Deb Jensen	295-3496
(09-10) Kris Payne	626-6474	((10-11) Mary Meader	622-4510
(09-10) Denise Allison	626-8362	(10-11) Sue Rees	622-6205
(09-10) Jeff Thoma	626-9700	(10-11) Doug Braaten	295-1007
(09-10) Ann Totherow (S)	626-1444	(10-11) Annette Schoonover	626-6369
(09-10) Sara Young	622-4900	(10-11) Shelly Wlinzeler	622-0516
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – February 4, 2010

Roll Call & Introductions –

Tony announced the Bella Capelli hosting on 2/11/10

Girls Night Out 2/26/10

Winter Hill Harvest Party 2/13/10

Goldsmith opening in Courtyard

Z-Pie under new owners

Police Beat – Chief Nielsen discussed a theft recently that is under investigation.

Graffiti in the garage is part of a gang called HTK. This gang is considered anti-social and seeks only violence, intimidation and crime. The City ensured the graffiti was covered immediately. If anyone is suspicious of gang activity, contact the Police Department. Reminder: if using parking spaces on Main St., you must apply for an encroachment permit at City Hall.

City Report – Gary Pigg, although retired discussed the appeal of the demolition of the old Hangman's Tree building. Lower Main St., light posts have been installed and replacement parts have been ordered for the remaining lamp posts. May 1, 2010 is Community Clean up day. Bring all your waste located behind the Library for disposal.

Business – Lisa discussed the budgets and that each budget has had to incur some cuts. There are no contingency funds and we are almost at the end of our grant money and sponsorships are hard to come by. A motion to accept the budget as is was made by Mary Meader and seconded by Scott Ingraham. Motion passed.

Lisa introduced her intern, Taylor Bruner. If any merchant is in need of help, business related, call her.

Flower Power's Rhythm and Blooms announcing a date change. The event will be on 3/20/10 this year at Midtown Mall from 7-11. MORE might take over the planting and maintenance of the flower baskets after looking into grant opportunities.

Music in the Courtyard has been suspended until a new owner of the café takes over as the insurance and they provide beer/wine license.

Pat Baron provided information on Kacie's 5th annual ride for Hope. He requested a street closure from 7:00am to 11:00am on September 11, 2010 so motorcycle riders could come to Placerville and register for the ride as well as listen to speakers and then be gone by 11:00am to continue their ride. This event is in support of Violence free relationships. A motion was made by Denise Allison to close Main St. on 9/11/10 from 7:00am to 11:00am for this event. Linda Johnson seconded it. Motion was passed.

Robin Delfino from the Apple Hill Association discussed the First Apple Blossom Festival to be held 4/17/10 and 4/18/10. Encourage Main St. to partner with them by offering an event of some sort. This is also passport weekend. A committee will be formed to come up with an event for Main St.

Marketing & Events Report – Girls Night out should be a great night lots of activities and food. Rhythm and Blooms will be held 3/20/10 at the Midtown Mall from 7:00pm to 11:00pm.

Grant Report J.Thoma reported a balance of \$5,272.30 after \$9000.00 for Flower Power is allocated. There has been a grant request submitted by Lisa for \$1050.00 for advertising.

Chamber of Commerce – No Chamber report this month.

City Council Report – Dave Machado & Carl Hagen reported that there is a company coming to businesses requesting your plan for ADA compliance. They may or may not be legitimate. A pamphlet was emailed to all merchants. If you did not get it please contact Ann Totherow. Dave discussed the need for all three districts to provide \$5,000.00 towards the redevelopment project. This will be discussed at the March meeting.

Open Forum Doug Braaten announced he will be hosting Chamber mixer February 23, 2010. Annette from Winter Hill asked in order to keep Main St vibrant, we should promote each other. If you hear of an event, help promote it. If there are problems bring to the table so we can discuss possible solutions. Tony at Tony Mathews mentioned a get together at their store on 2/18/10 at 6:30pm to brainstorm issues on Main St. If you hear a rumor about a business please do not discuss with anyone except that merchant if you are curious as to the truth of it.

Please remove flyers taped to the outside of windows on vacant buildings. The owner of the business must approve these flyers. Placerville Clothing will be hosting dance lessons on Tuesday evenings from 6:30 to 9:30pm. Contact Carol Patton.

Placerville Downtown Association
Meeting Agenda for Thursday, March 4, 2010; 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 –

- 1) Apple Blossom Festival 4/17/10 & 4/18/10.
- 2) Raffle prizes needed for the Rhythm & Bloom flower fundraiser. Please take your Great items to annieberries before March 12th and thank you for supporting Flower Power!
- 3) Tickets on sale now for Rhythm and Blooms event 3/20/10
- 4) Please consider sponsoring the Placerville 3rd Saturday ArtWalk (sponsor forms attached to agenda) to celebrate and enhance the arts & business on Historic Main Street.

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

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

City Report (8:10-8:15) –

Business (8:15 – 8:50)

- 1) Jeff Thoma to discuss grant information – Discuss and vote on Redevelopment implementation donation of \$5,000.00. Cider Press \$800.00 Sponsorship.
- 2) Wednesday Farmer’s Market discussion and vote
- 3) Linda to discuss the importance of not duplicating products downtown. We are a small town and diversity in our products is critical to survival of the merchants and happy customers.
- 4) Ann to discuss bad check guidelines for merchants and Main St.
- 5) Annette to discuss the 3/50 project

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

- 1) Girls Night Out
- 2) Rhythm and Blooms
- 3) Car Show

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

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

Open Forum (9:40-10:00)

Executive Board Meeting Date: 8:30AM, March 18, 2010 – Zia’s

PDA General Meeting Date: 8AM – 10AM, March 4,2010

PDA Board of Directors 2010			
(09-10) Tony Granados (P)	626-9161	(10-11) Susie Huber	622-0111
(09-10) Linda Johnson (T)	344-0452	(10-11) Scott Ingraham	
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(09-10) Ann Totherow (S)	626-1444	(10-11) Annette Schoonover (VP)	626-6369
(09-10) Sara Young	622-4900	(10-11) Shelly Wlinzeler	622-0516
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – March 4, 2010

Roll Call & Introductions –

Tony announced Apple Blossom Festival to be held 4/17th and 4/18.

Bring your donations for auction to annieberries for the Rhythm and Blooms event.

3rd Saturday Art walk looking for more sponsorship, to be held May through October.

Police Beat – **Chief Nielsen** discussed the annual crime statistics. Every community reports to FBI the statistics of various crimes in their area. 2009 had zero homicides. Between 2004 to 2009 crime reduced 53%. Overtime and staff has been reduced. Between 1999 and 2009 18 sworn officers and there are now 17.

City Report – Dave Machado – City Council denied appeal to tear down the Hangman's Tree building. There has not been a permit pulled to demolish at this point. There was a motion by Carl Hagen to put a fence around the building and parking within 30 days and to contact PDA with details of the tearing down of the building. No details

Jeff Thoma – Grant report discussion to dissolve remaining funds. Request to take \$800.00 for group Cider Press ad. Motion made by Linda Johnson to take \$800.00 out of funds for Cider Press ad seconded by Sue Rees. Voted and passed.

Second request for balance of the funds of \$4,484.00 to be given for the redevelopment project (from Dave Machado) the balance to be pulled from other PDA funds to complete the \$5K requested. Motion was made by Scott Ingrahm to loan the \$4,484.00 to the redevelopment project with the remaining \$516.00 to be pulled from another PDA fund and to be repaid at the same rate as the City. Seconded by Sue Rees. Voted and passed. Finance Committee to discuss where to come up with \$516.00.

PDA will not sponsor the Farmer's Market but will set up a booth to market PDA items. Merchants may set up booths at the Bell Tower. But you must fill out an application.

Business – Linda discussed new merchants coming to downtown Main St. We need to diversify and offer customers different unusual products.

Ann spoke about the procedures merchants should follow when they receive a bad check and she will email those procedures out to everyone. Also there should be guidelines for businesses to have a central place such as the PDA Secretary to combine bad checks when reporting to the District Attorney. You must take the CDL # to make it easier for Law Enforcement to find the person.

Annette will discuss the 3/50 project next month.

Linda discussed GNO. Weather was not great so many people did not come out. In the past we have been very lucky and we may want to discuss having the event on Saturday night. Sue Rees stated the scavenger hunt had 75 participants. Down from last time.

Marketing & Events Report –Rhythm and blooms. Pre events/wine tasting at Fusion and tips go to Rhythm and blooms. Kelly will be belly dancing. March 16, 2009 Steamers will host a benefit bartending event with a portion of house beer funds to Rhythm & Blooms leading up to March 20 at Midtown Mall for the event. Event starts at 7:00pm.

Less Russell stated the car show is getting in full gear. Date is May 16, 2010

Chamber of Commerce –Jody Franklin is working on a Wild West walking tour. Chamber has the business showcase on March 19, 2009 on Friday night only. Free to attend. Newsletter each month on the database. Let them know if you have any specials and Jody will put in newsletter. There will be an ad in Via. Chamber wants to promote PACT wants PDA members to attend Wed 3/10/09 at ANOVA to show support. Call Charlie Downs to let him know you want to attend. There will be a City Council special meeting 3/18/10 at 7:00pm regarding decision to lower water rates. PACT report – thank you for \$5k.

City Council Report – Dave Machado mentioned with the sewer and water rates so high ideas are being thrown out there to help lower rates. Maybe a sales tax increase .25%. Any ideas? Any concerns?

Treasurer Report: Linda stated we have \$31,529.73 in checking and Savings

Open Forum - Doug mentioned there are still openings in the Cider Press. \$325.00 to advertise.

Ann mentioned the Apple Blossom Festival. Trying to create an event this year by event for child prince/princess. .Decorate windows pink/white/red (apple) theme.

Ann met with a group of local educators to bring a children's museum in Placerville. Still very preliminary. Will update as it progresses.

EL Dorado County Office of Economic Development organizing a business walk. They will come around and discuss what can be done to promote businesses. Develop thoughts on economic development.

Sue Rees said Girls Night Out made the LA Times.

Placerville Downtown Association
Meeting Agenda for Thursday, April 1, 2010; 8AM – 10AM at the Cary House
www.placerville-downtown.org

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Information for Members –

- 1) Apple Blossom Festival 4/17/10 & 4/18/10. Decorate you windows.
- 2) Don't forget to notify PDA of any events or specials so everyone can help get the word out
- 3) Tony – Business walk information
- 4) Merchant of the Month – Zia's

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

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

City Report (8:10-8:15) –

Business (8:15 – 8:50)

- 1) Kathy Matranga-Cooper from Business Services to discuss County Work Program
- 2) Annette to discuss the 3/50 project and how it can help your business
- 3) Doug Braaten to discuss marking options

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

- 1) Lisa to discuss her experience during the social networking class

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

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

Open Forum (9:40-10:00)

Executive Board Meeting Date: 8:30AM, April 15, 2010 – Zia's

PDA General Meeting Date: 8AM – 10AM, April 1 ,2010

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Lisa Crummett, Marketing Director	644-2276		

Meeting Minutes – April 1, 2010

Roll Call & Introductions –

Tony asked merchants to make us proud, decorate your windows for Apple Festival and Wagon Train, rent costumes. Notify PDA with event information for cross-marketing ability. Utilize your newsletters to full advantage. Send all your marketing events to PDA Secretary and it will be distributed.

Police Beat – **Chief Nielsen** mentioned the ambulance incident and that it was very traumatic for all concerned. PPD is focusing on Ivy House lot, Skate Park and Broadway, preparing for the issues warm weather brings.

Merchant of the Month: Zia's was chosen for Merchant of the Month. Sherry was very appreciative of all the support and mentioned they are bringing in Armadino Batel salami from Seattle, Wa. Zia's will slice and Dedricks will sell full sticks of salami.

City Report – Gary Pigg – An attorney for the Heritage Association has contacted the City and they are challenging the outcome of the destruction of the old Hangman's Tree building. Community clean-up.

Jeff Thoma – **Grant report** discussion to dissolve remaining funds. Request to take \$800.00 for group Cider Press ad. Motion made by Linda Johnson to take \$800.00 out of funds for Cider Press ad seconded by Sue Rees. Voted and passed.

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Placerville Downtown Association
Meeting Agenda for Thursday, May 6, 2010; 8AM – 10AM at the Cary House
www.placerville-downtown.org

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Information for Members –

- 1) To host a brewery (Brewfest 6/26/10) in your business, please get your \$60 hosting fee, payable to PDA, to Stamp it Rich. This is our biggest fundraising event, so please participate!! Any questions call Lisa.
- 2) Business Walk 6/18/10
- 3) Remember to get your special events to PDA for more exposure. Visit each other to see what people are offering and refer customers. Support all of downtown
- 4) Car show 5/16/10

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

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

City Report (8:10-8:15)

Business (8:15 – 8:50)

- 1) Carol Sellwood and Jackie Kneeland-Friends of El Dorado Trail
- 2) Gail of Cozmic Café & Pub – Merchant of the Month
- 3) Discussion to expand district limits to include all of Main St.
- 4) Possibility of sales tax increase discussion for sewer/water – Dave Machado
- 5) Dennis Thomas - Parking Committee update

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

- 1) Car show
- 2) Brewfest
- 3) 2011 Apple Blossom Festival – Committee
- 4) Wagon Train – Dress up and hold some kind of event in your store
- 5) Farmer’s Market

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

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

Open Forum (9:40-10:00)

Executive Board Meeting Date: 8:30AM, May 20, - Zia’s

PDA General Meeting Date: 8AM – 10AM, June 3, 2010 Carey House

City Council Meeting – Tuesday May 11, 2010 at Townhall 7:00pm

PDA Board of Directors 2010			
(09-10) Tony Granados (P)	626-9161	(10-11) Susie Huber	622-0111
(09-10) Linda Johnson (T)	344-0452	(10-11) Scott Ingraham	626-6400
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(09-10) Denise Allison	626-8362	(10-11) Sue Rees	622-6205
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(09-10) Ann Totherow (S)	626-1444	(10-11) Annette Schoonover (VP)	626-6369
(09-10) Sara Young	622-4900	(10-11) Shelly Wlinzeler	622-0516
Lisa Crummett, Marketing Director	644-2276		

Meeting Minutes – May 6, 2010

Information –

If you would like to host a brewery please get your hosting fee to Stamp it Rich
Business walk takes place 6/18/10 – Volunteers needed. Please contact Tony for more information.
Having a special event? Submit the information to PDA so we can help advertise for you.
Support your local merchants by referring your neighbor.
Car show May 16, 2010 - \$20.00 sponsorship fee to sponsor a car. Contact Les

Roll Call & Introductions –

Police Beat – Chief Nielsen Month of April – 1 burglary on Main St. Robbery on Broadway. Transient downtown area has been causing issues. Transients sleeping in the doorway of businesses. Please do not encourage this behavior. Police are gearing up for summer. June can be a busy month. Hired a new officer filling a grant position.

Merchant of the Month: Cozmic Café and Pub - Gale – new owner- Changes at the pub, healthy food, healthy bodies and healthy minds. Remodeled kitchen and baked goods now offered. New manager offers more consistent recipes. Always represent raw foods partnering with local farmers. Upstairs has been expanded so come and see that we really want a more family friendly atmosphere. Great music events coming through. Help change the face of the Cozmic.

City Report – Gary Pigg – Mentioned streetlight that is out. The community clean up was a big success. Mosquito Park and ride work shop on 5/12/10 at the town hall. City is looking at parking lot expansion and design. The ADA compliance meeting was well attended.

Guest Speakers

Carol Sellwood and Jackie Kneeland - Friends of El Dorado Trail – Discussed extending trail to Am River Parkway. Trying to get word out. Public awareness project. Facebook page and website available for comment. Economic impact is huge. Class one bike trail would enable a 60-mile corridor. Forni to Missouri Flat – new trail. Check it out. Sign up to keep up with the progress of the bike trail. www.eldoradotrail.com

Business

What is the possibility of expanding the district limits of Main St? What is the feasibility to expand the district? Scott Ingrahm has volunteered to take on the effort. Please join him if you are interested. Encouraging people to expand their walk to upper and lower Main. For continuity up and down Main. Huge water rate increase. City looking into possible sales tax increase to help pay. Sewer and water rates raised because of the mandated State \$45 million improvement. To lower rates, City to find another source of revenue. Redevelopment. Sales tax increase. ¼% increase feedback. Would we support this increase? PDA did not take a stand, stating we are not a political organization. Sales tax affects everyone differently and PDA will remain silent.

Looking to form a committee for Apple Blossom Festival 2011. Sign up if interested. The Wagon Train is coming through Main St. Decorate your windows and dress up to promote and support the event. There will be a reenactment of a shoot out at the Bell Tower around noon. Wednesday evening Farmer's Market will begin in June. PDA will host a table selling shopping bags, lemonade and/or pretzels. Committee members please contact Annette, Ann or Linda to discuss hosting the PDA booth at the event you are a committee member of.

Marketing & Events Report –

Lisa mentioned the rhythm and blooms – Flower baskets now planted and blooming. Thank MORE when you see them watering the plants.

Car show is at 175 cars and limit is 200. Looking for goody bag fillers. Bring a coupon for the goody bags. Drop off at 601 Main St.

Brewfest is coming. 41 breweries wanting to participate. Please get your hosting fees to Stamp it Rich. Please be upbeat and positive about the events downtown. This is our biggest fundraiser.

Treasurer's Report: \$32,281.00 – Most of which has been allocated.

Grant Report: \$5,804.00 – All funds have been allocated

Chamber of Commerce – N/A

City Council Report – **Treasurer Report:** N/A

Open Forum - PLEASE, PLEASE do not park on Main Street on Sunday. Too many merchants are taking advantage of free Sunday. We need those spaces for our customers. Hangman's Tree building is in legal limbo right now. No word as to the demolition. Please take down posters that are posted to the outside of businesses. Posters must be approved by the merchant. Music in the courtyard will begin June 5, 2010 and will continue throughout the summer every other weekend.

Placerville Downtown Association
Meeting Agenda for Thursday, June 3, 2010; 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 –

Wagon train will be passing down Main Street June 12, 2010. Have fun, dress up and decorate your windows.

Winterhill will celebrate their birthday on June 12, 2010. Want to co-op market? Contact Annette. Please wash your windows and take off any old information fliers inside and outside. Take some pride in your storefront.

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

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

City Report (8:10-8:15) –

Business (8:15 – 8:50)

New Merchant of the Month – Synapse

Shelly Winzeler resigned from the Board – Seeking new board member

Sam from River City Bank to discuss new banking credit card/debit card rules

Kathy Matranga-Cooper to discuss business walk

Sign up for PDA booth assignment – We will be selling cloth bags with our logo, pretzels, and water/lemonade depending on event. We need people to staff booth. If you signed up for an event, expect to man the PDA booth for that event. Sign up sheet is going around today.

We now have a “New Merchant” welcome package to offer. If you would like one contact Lisa.

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

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

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

Open Forum (9:40-10:00)

Next Executive Board Meeting Date: 8:30AM, June 17, 2010

Next PDA General Meeting Date: 8AM – 10AM, July 1, 2010

PDA Board of Directors 2010			
(09-10) Tony Granados (P)	626-9161	(10-11) Susie Huber	622-0111
(09-10) Linda Johnson (T)	344-0452	(10-11) Scott Ingraham	
(09-10) Dennis Thomas	622-3186	(10-11) Deb Jensen	295-3496
(09-10) Kris Payne	626-6474	((10-11) Mary Meader	622-4510
(09-10) Denise Allison	626-8362	(10-11) Sue Rees	622-6205
(09-10) Jeff Thoma	626-9700	(10-11) Doug Braaten	295-1007
(09-10) Ann Totherow (S)	626-1444	(10-11) Annette Schoonover (VP)	626-6369
(09-10) Sara Young	622-4900	(10-11) Shelly Wlinzeler	622-0516
Lisa Crummett, Marketing Director	644-2276		

Meeting Minutes – June 3, 2010

Information –

Wagon Train Saturday June 12, 2010 will be coming down Main St. Please dress up and get in the spirit. Winter Hill celebrating birthday. Co-op marketing with Winter Hill contacts Annette. Clean your windows, PLEASE. Take down tape and old posters. Keep your business clean.

Roll Call & Introductions –

Police Beat – Chief Nielsen

June is the busiest month for the police department. Car show went very well as far as public safety. Huge turnout. Wagon Train/Founders Day. There will be events on Broadway and Pville drive. County Faire is coming June 17 – 20. Brewfest 6/26/10. Arrests have been made for residential robberies. Domestic violence/drunk driving pursuit ended in arrest.

City Report – Gary Pigg – Mentioned streetlight that is out.

Doug asked if there was any word on break ins in the last month. Chief said he would have to follow up on these incidents and report back.

Carol Patton discussed her tango classes on Thursday & Tuesday. Turnout has been between 10 to 15 participants. Cost is \$50 per month per class. Tuesday 6:30 to 9:00. Thursday 7:00 to 9:00. These are a 2-month course.

Board position:

Shelly resigned from the board and we have a volunteer Bev Fraga will take Shelly's position on the board.

Business

Sam discussed the new credit card regulation. Banks can no longer pay an overdraft when debit cards are used unless the customer opts in. You may have more cards declined. Banks must get the approval of the consumer to opt in to grant overdraft to their account. 1 out of 20 use this overdraft service.

More discussion in July.

Business walk taking place Friday June 18, 2010.

PDA booth assignments. Some have signed up to work the booth. The booth will be up at almost every event to sell tote bags and depending on event we may sell pretzels and water. Coupons will be added to bags from merchants. Bags sell for \$5.00. If you want to add a discount or coupon to the bags, contact Annette at Winterhill.

We now have a new merchant welcome package. Lisa stated the packages contain information about downtown PDA meetings lists of events and general information and phone numbers. Annette has a small supply at Winterhill.

The California El Dorado Welcome Center is located in Town Center El Dorado Hills.

Marketing & Events Report – Lisa discussed the Wagon Train event shoot out at noon. The streets will not be closed. Wagon Train should be down about 2:00pm. Farmer's Market 6/16/10 will be first one on Main St. Information for person handling the booth is available from Annette. Craft Faire and Antique Faire are receiving participants. 40 breweries are coming to brewfest. Some restaurants will serve food on the street. This is our biggest fundraiser. Banners have been installed. Brochure on the banners is in the making. Music in the courtyard starts 6/5/10 every other Saturday.

Treasurer's Report: We have \$27,793.53 in Checking and Savings.

Grant Report: \$5800 – spoken for

Chamber of Commerce City Council Report: Monday, 6/7/10, cowboys and cornbread. event is free at the Chamber of Commerce. Chili and wine tasting and entertainment. 4:30 to 8:00

Pact Report: Secured \$15000 from Wells Fargo – Redevelopment secured \$15K to help support PACT to kick off redevelopment. This will help stimulate funding from other businesses.

Anyone who is a sponsor of Art walk and want to promote your business, get it to the art council.

Open Forum: 3/50 project. Go to the website and read about it. Encourage customers to shop local and explain that the money stays local. Thank them for shopping downtown. The 3/50 project is all about what 3 businesses would you miss if they went away. If half the employed U. S. population spent \$50 each month in independently owned businesses, their purchases would generate more than \$42.6 billion in revenue. Go to 3/50 website and read up on it, print out brochures (free) and pass them out. It reinforces how important it is to keep our money local. It helps the whole community.

Placerville Downtown Association
Meeting Agenda for Thursday, July 1, 2010; 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 –

Girls Night Out is scheduled for 8/28/10

Music in the Courtyard began June 5, 2010 and will continue every other Saturday from 3:00 to 6:00

There will be music each “third Saturday” at the bell tower.

Sign up now for Wednesday Farmers Market- and use this as a marketing opportunity.

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

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

City Report (8:10-8:15) –

Business (8:15 – 8:50)

New Merchant of the Month – Synapse

Laurel Brent-Bumb, ACE & guest to unveil a new shop local program at the July 1st meeting?

Tony to give Business Walk update

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

Brewfest

Craft Faire

Antique Faire

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

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

Open Forum (9:40-10:00)

Next Executive Board Meeting Date: 8:30AM, July 15, 2010

Next PDA General Meeting Date: 8AM – 10AM, August 5, 2010

PDA Board of Directors 2010			
(09-10) Tony Granados (P)	626-9161	(10-11) Susie Huber	622-0111
(09-10) Linda Johnson (T)	344-0452	(10-11) Scott Ingraham	626-6400
(09-10) Dennis Thomas	622-3186	(10-11) Deb Jensen	295-3496
(09-10) Kris Payne	626-6474	((10-11) Mary Meader	622-4510
(09-10) Denise Allison	626-8362	(10-11) Sue Rees	622-6205
(09-10) Jeff Thoma	626-9700	(10-11) Doug Braaten	295-1007
(09-10) Ann Totherow (S)	626-1444	(10-11) Annette Schoonover (VP)	626-6369
(09-10) Sara Young	622-4900	(10-11) Bev Fraga	626-3425
Lisa Crummett, Marketing Director	644-2276		

Meeting Minutes – August 5, 2010

Information –

Tony mentioned there will be 3 tour busses with student/adult travel professionals coming through Placerville on 8/27/10. If you would like to promote your business get your information to the Chamber by 8/13/10. They are student tour operators.

Craft fair will be 8/8/10.

Girl's night out 8/28/10. The street will be closed.

Kacie's ride for hope will be on 9/11/10 by the bell tower from approximately 8:00am to 10:00am.

A representative for the project behind K-Mart wants to speak to PDA about what their forecast is and what might be the businesses they may bring in. Main focus is to let everyone know this would benefit Placerville.

Police Beat – Chief Nielsen - National Night Out was held on August 2, 2010. Very good turn out with little problems. Thanks to all the volunteers. This is a great event to build relationships, solve problems and reach out to the community.

There has been an increase in shoplifting. Please be aware of description, direction leaving, and license plates if able. Do not try to apprehend, call police. Video tapes are a great deterrent. Create a phone tree with other merchants.

Business Report

Annette discussed **Live One Care software** on your computer. Take it off as it has a virus. Share with your friends to remove this.

City Report – Gary Pigg - confirmed the success of National Night Out. The streetlights are fixed.

Marketing & Events Report: The Wednesday Farmer's Market booth has coverage for every event. Get your menus or discounts to Annette or Ann to promote your business. They will be put in the PDA green bags.

Bill Robinson discussed the **44th annual Motherlode Art Exhibition** to be held 8/15/10 through 8/29/10 at the Shakespeare Club. This event promotes visual arts through workshops and exhibitions and more.

The craft fair has almost 100 vendors. Great weather should bring out a large crowd.

Girls Night Out 8/28/10 the street will be closed for the first time. There will be a band at the bell tower. Lots of activities throughout Main St. PDA will be selling no-jitos and bags during the event.

Kacie's ride on 9/11/10 is an event to support violence free relationships.

Antique Street Fair (apple festival) will be held on 9/26/10. This year we will be selling "walking pies" donated by Kids, Inc. Some activities will be added for kids and families, apple walk, beanbag toss. More information to come. Working towards partnering with Apple Hill.

Art and Wine is coming: We strongly encourage you to support this event by hosting a winery. Fee is \$60.00 which goes straight to the winery and then the ABC license costs \$25.00. Sponsors are River City Bank and El Dorado Winery Association.

Christmas event will be discussed later in the season.

Some of our events and pictures are now included on geo tourism calendar. Go to Sierra Nevada geo tourism to see what is included in this partnership.

California Small Business Tax Tuesday 8/24/10 offering two presentations, one in Auburn and one in Placerville. Information of business taxes. Must RSVP.

Celebrate Happy Hour on Main St. New idea to bring business downtown during typically slow times. You could offer sales or special offers during this time. More information/discussion to follow.

When you shoot email blasts out, mention events on Main St.

Treasurer's Report: \$48,847.00

Grant Report: All funds spoken for.

Chamber of Commerce City Council Report: - **Jodie Franklin** There has been several travel writers visiting Placerville. This is a great way to promote Placerville. Extreme tourism coming in August 2010. This is a TV show. They are coming to Tahoe and Placerville.

PACT Report: **Dave Machado.** Discussed redevelopment. City Council faced with budget cuts and where to cut services. Closing the public restroom to eliminate cost of maintenance was discussed. The City is looking for ways to fund this cost. Measure H – ¼% sales tax increase will be on the November ballot. This increase is earmarked for sewer repairs. Old City Hall had an offer but offer fell through. The old City Hall building is for sale for \$625,000.00. Discussion is ongoing regarding the old Hangman's Tree building.

PACT: Wells Fargo gave \$15K towards redevelopment. PGE will be providing some funding. Still raising funds.

Placerville Downtown Association
Meeting Agenda for Thursday, August 5, 2010; 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 –

Attention Main Street Merchants – 3 tour busses (150 people) Friday August 27, 2010 (see attached)

Craft Fair 8/8/10

Girls Night Out is scheduled for 8/28/10

Kacie's Ride for Hope 9/11/10

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

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

City Report (8:10-8:15) –

Business (8:15 – 8:50)

Tony to discuss speaker on the subject of Missouri Flat Road retail project. (do we want to hear what the speaker has to say?)

Thanks to all who have volunteered at the Wednesday Farmer's Market

Sam from River City Bank to go over new debit/credit card changes

Annette to discuss issue with Live One Care

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

Two more slots for PDA booth Farmer's Market open. See Annette

Bill Robinson – 44th annual Motherlode Art Auction

Lisa to go over GNO, Craft Fair, Kacie's Ride

California Small Business Tax and Regional Opportunities Seminar – Auburn & Placerville 8/24/10

See flyer if interested.

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

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

Open Forum (9:40-10:00)

Next Executive Board Meeting Date: 8:30AM, August 19, 2010

Next PDA General Meeting Date: 8AM – 10AM, September 2, 2010

PDA Board of Directors 2010			
(09-10) Tony Granados (P)	626-9161	(10-11) Susie Huber	622-0111
(09-10) Linda Johnson (T)	344-0452	(10-11) Scott Ingraham	626-6400
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Lisa Crummett, Marketing Director	644-2276		

Meeting Minutes – August 5, 2010

Information –

Tony mentioned there will be 3 tour busses with student/adult travel professionals coming through Placerville on 8/27/10. If you would like to promote your business get your information to the Chamber by 8/13/10. They are student tour operators.

Craft fair will be 8/8/10.

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Police Beat – **Chief Nielsen** - National Night Out was held on August 2, 2010. Very good turn out with little problems. Thanks to all the volunteers. This is a great event to build relationships, solve problems and reach out to the community.

There has been an increase in shoplifting. Please be aware of description, direction leaving, and license plates if able. Do not try to apprehend, call police. Video tapes are a great deterrent. Create a phone tree with other merchants.

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Annette discussed **Live One Care software** on your computer. Take it off as it has a virus. Share with your friends to remove this.

City Report – Gary Pigg - confirmed the success of National Night Out. The streetlights are fixed.

Marketing & Events Report: The Wednesday Farmer's Market booth has coverage for every event. Get your menus or discounts to Annette or Ann to promote your business. They will be put in the PDA green bags.

Bill Robinson discussed the **44th annual Motherlode Art Exhibition** to be held 8/15/10 through 8/29/10 at the Shakespeare Club. This event promotes visual arts through workshops and exhibitions and more.

The craft fair has almost 100 vendors. Great weather should bring out a large crowd.

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When you shoot email blasts out, mention events on Main St.

Treasurer's Report: \$48,847.00

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PACT Report: **Dave Machado.** Discussed redevelopment. City Council faced with budget cuts and where to cut services. Closing the public restroom to eliminate cost of maintenance was discussed. The City is looking for ways to fund this cost. Measure H – ¼% sales tax increase will be on the November ballot. This increase is earmarked for sewer repairs. Old City Hall had an offer but offer fell through. The old City Hall building is for sale for \$625,000.00. Discussion is ongoing regarding the old Hangman's Tree building.

PACT: Wells Fargo gave \$15K towards redevelopment. PGE will be providing some funding. Still raising funds.

Placerville Downtown Association

Meeting Agenda for Thursday, September 2, 2010; 8AM – 10AM in the Courtyard

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 –

September 11, 2010 – Kacie's ride for hope is from 8am-10am, Please open early sales are not guaranteed but 400+ bikers will come back and shop.

September 26, 2010 – Antique Street Faire – We are adding an apple flair to partner with Apple Hill

October 16, 2010 – Art and Wine Festival. We encourage all Merchants to participate. Host a winery by getting your \$60 fee to Stamp it Rich ASAP

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

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

City Report (8:10-8:15) –

Business (8:15 – 8:50)

Robin Delfino from the Apple Blossom Festival – Cider Press to speak

Michelle Smira of Principal MMS Strategies – to discuss the Missouri Flat Road Project.

Elections – October meeting will be month to nominate and November we will announce the winners

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

- Girls Night Out –
- Kacie's Ride
- Antique Fair
- Art and Wine Festival
- Discussion about Happy Hour Tuesday/Wednesday

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

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

Open Forum (9:40-10:00)

Next Executive Board Meeting Date: 8:30AM, September 16, 2010

Next PDA General Meeting Date: 8AM – 10AM, October 7, 2010

PDA Board of Directors 2010			
(09-10) Tony Granados (P)	626-9161	(10-11) Susie Huber	622-0111
(09-10) Linda Johnson (T)	344-0452	(10-11) Scott Ingraham	626-6400
(09-10) Dennis Thomas	622-3186	(10-11) Deb Jensen	295-3496
(09-10) Kris Payne	626-6474	((10-11) Mary Meader	622-4510
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(09-10) Ann Totherow (S)	626-1444	(10-11) Annette Schoonover (VP)	626-6369
(09-10) Sara Young	622-4900	(10-11) Bev Fraga	626-3425
Lisa Crummett, Marketing Director	644-2276		

Meeting Minutes – September 2, 2010

Information –

September 11, 2010 – Kacie’s ride for hope. Open early for the riders. Support the event.

September 26, 2010 – Antique Street Faire – This year we are selling apple empanadas and kids inc donated pies to be given at the pie walk.

October 16, 2010 – Art and Wine Festival. This is a big event. We encourage all merchants to participate by hosting a winery. The fee is \$60.00.

Police Beat – Chief Nielsen -

The Chief discussed 2 cases in August one that turned out to be theft/conspiracy staging an assault involving a stolen credit card and one involving a pursuit and assault on an officer.

National Night Out was very successful with 21 venues and 3000 people participating.

El Dorado High School had a 10-year reunion hosting a 10-year span 1967 to 1975 at the fairgrounds.

Girls Night Out went well with no public safety issues.

School is back in session bringing kids to downtown after school. Report to PD any problems.

Staffing has been an issue with a few injury issues causing some problems covering shifts.

City Report – Gary Pigg - The public restroom hours are now 10:00am to 6:00pm to help cut costs.

City Hall will be closing every Friday beginning September 10, 2010.

Beginning September 25, 2010 clean up of the river and hangtown creek by Sierra Nevada Conservancy and American River Conservancy starts.

Guest Speaker – **Robin Delfino** – Cider Press –discussed Cider Press is online now and received over 1600 visits in August. They offer the ability to click on the businesses who advertise and go directly to their website. For Spring 2011 the Apple- Hill Organization is onboard for partnering with PDA during the Apple Blossom Festival. The festival is in April 2011. Deadline is October 2010.

Guest Speaker – **Michelle Smira** –**Principal MMS Strategies** discussed the Diamond Dorado project in Diamond Springs.. There are 2 projects that are planned for Missouri Flat Road. one is “The Crossings” and 2nd is “Diamond Dorado”. Michele brought information about what the site will look like and discussed the types of stores that will anchor the site to stop the revenue leakage from El Dorado County to Sacramento area. The site will house 280K square feet. This may house 1 large and 2 small anchor stores. There are many stores already interested such as Costco. The Crossings project rendering located on Missouri Flat and Headington Rd. captures more family atmosphere such as ice rink (outside) and community interest.

Business – Nominations are up again for PDA Board. Interested parties please sign up. It really helps to get all merchants involved. Nominate someone else or yourself.

The Brewfest was actually \$2K short of goal. The craft fair made \$1200 over goal. Girls Night Out had mixed comments on attendance.

Vendors are signing up for the Antique Faire. PDA is adding a booth to sell pies and bags. 26 wineries signed up for the Art and Wine Festival. The holiday committee will be meeting in October to begin preparing for Festival of Lights.

Pop art business opening next to Elements.

Teen consignment opening in courtyard by Café Luna.

Treasurer’s Report: \$36K

Grant Report: All funds spoken for.

Chamber of Commerce: No report.

City Council Report: - The redevelopment is underway. It will be finished in 10 to 11 months.

Vendors of the Farmers Market are willing to pay more for space and those funds could be used to pay for keeping the restrooms open. Huell Howser, who does travel television is coming to Placerville . Merchants are coordinating a meeting with Heritage Association and City regarding the Hangman’s Tree building

PACT Report: Dave Machado. Bricks, new restaurant is back continuing construction.

Christmas trees are going back up this year. Butterflies have been placed along hwy 50 for the concert. Rocky’s is closing their store. Sierra Rizing closed.

Placerville Downtown Association
Meeting Agenda for Thursday, October 7, 2010; 8AM – 10AM Carey 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 –

Art & Wine Festival – October 16, 2010. Please get your hosting fee to Stamp it Rich.

Holidays are approaching – Take a few minutes to get to know your fellow merchants and what they carry so you can refer customers. Introduce yourself.

In order to sustain a viable active Main Street, we need active participation. None of us will be successful if no one participates to bring people downtown.

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

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

City Report (8:10-8:15) –

Business

Please clean sidewalks and windows. Make a great holiday impression.

Tony – Discuss committee members and their responsibility to the event they are on. Please remember to support your event and every committee chairperson will write any marketing articles that are used to promote that event.

Pat Barron – Kacie’s Ride for Hope

Tony – Discuss possible movie to be filmed on Main St.

Nominations: Board members 2011-2012 team. Discussion regarding the reduction of the Board from 16 members to 12 members. Board members are taken off the board after they miss 3 meetings.

Marketing: Lisa Crummett

Wrap up Antique Street Faire

Discuss Art & Wine Festival

Happy Hour Tuesdays – 4 to 6

Christmas Committee will be meeting soon to discuss Festival of Lights and

Boys (Mens) night out – Offer raffle for big ticket item – December 17, 2010 (Friday) 6:00pm to 9:00pm.

Business (8:15 – 8:50)

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

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

Open Forum (9:40-10:00)

Next Executive Board Meeting Date: 8:30AM, October 21, 2010

Next PDA General Meeting Date: 8AM – 10AM, November 4, 2010

PDA Board of Directors 2010			
(09-10) Tony Granados (P)	626-9161	(10-11) Susie Huber	622-0111
(09-10) Linda Johnson (T)	344-0452	(10-11) Scott Ingraham	626-6400
(09-10) Dennis Thomas	622-3186	(10-11) Deb Jensen	295-3496
(09-10) Kris Payne	626-6474	((10-11) Mary Meader	622-4510
(09-10) Denise Allison	626-8362	(10-11) Sue Rees	622-6205
(09-10) Jeff Thoma	626-9700	(10-11) Doug Braaten	295-1007
(09-10) Ann Totherow (S)	626-1444	(10-11) Annette Schoonover (VP)	626-6369
(09-10) Sara Young	622-4900	(10-11) Bev Fraga	626-3425
Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION Attend the City Council Meetings
Meeting Minutes – October 7, 2010

Information – Please clean windows and sidewalks. Tear down flyers. Make a good Holiday impression

Police Beat – Chief Nielsen -

Police Department now dealing with after school hours kids hanging out under bridges. Ivy House lot has been the focus.

All current events went well without incident. Art and Wine and Halloween coming up and we will be staffed for these events.

City Report – Gary Pigg - Vote on November 2, 2010.

Business –

Due to some complaints regarding an article in the Mountain Democrat regarding a PDA event the Executive Board would like to recommend that committee members write their own article, give Lisa carte blanche to write the article or have Lisa write the article and the committee review it.

Kacie's Ride for Hope-Pat baron discussed that he was very grateful for Main Street event. He hopes we all had a positive experience. He would love to come back next year. The only problem was Center Street was blocked off to the parking garage. \$18,000 given to the Center from the event.

Discussion about possibly making new signage for the closure of Main St. so people know the street is closed for event but stores are open.

There is a film coming to Placerville called 180 days. Chris Hemmingway discussed the alleyway and bell tower will be the location of filming. Family film about an Indian Dr. coming to the United States to practice medicine marries the love of his life and discovers he is dying of cancer and has 180 days left to live. They may start filming on 10/18/10 in San Francisco and will be in Placerville 10/25/10. Kathleen Dodge worked hard to get the film in Placerville.

We need participation on the Board of Downtown Association. Volunteers for Board members are as follows: Carol Patton, Les Russell, Dennis Thompson, Sheila Hill, Christine Najera, Chris Payne Bill Robinson and Denise Allison will be on ballot next month.

There was discussion on reducing the board member numbers from 16 to 12, as many members have not been attending meetings. The bylaws state if you miss 3 meetings you will be removed from the Board. Events rely on Merchants to participate on committees. If merchants do not attend the PDA meetings or participate on committees the events will not happen. Events are very important to a vibrant downtown. Encouraging the public to come to Main Street to see what is happening. The reality is we need to throw our whole body and weight into making Main Street thrive. The Executive Board will review the bylaws and bring to next meeting what is stated regarding the Board member information.

Marketing: Lisa Crummett

Antique faire -We had 89 vendors. We were \$560 short of our goal. Five vendors said they were coming and RSVP'd and did not show. 106 spaces for craft faire and we made \$4K and \$2600 on antique faire. We had the apple PDA booth. We sold out of walking pies by 10:30am and sold water, apple cider and made \$146.00 profit. Thanks to all the volunteers.

Art and wine on 10/16/10. Very light on ticket sales. Online tickets are 4 tickets for \$100 or \$30 each elsewhere. Please put out some nice snacks for event. 35 wineries and 34 posts. Light on goal for brewfest and antique faire so in order to cover costs for Christmas we need to make numbers for Art and Wine.

Christmas Festival of Lights. We have some new ideas. Maybe a fire pit, games, advent calendar. Boy's night out on 12/17/10 with a raffle item.

Happy hour Tuesdays begin 10/19/10. The hours are from 2:00 to 6:00 and you can have special offers to encourage shopping local. Please help come up with ideas to promote the Happy Hour Tuesdays. Merchants need to be proactive to help PDA provide ideas to bring shoppers downtown. Let's unite as a great Main Street and promote other businesses and stay open.

Treasurer's Report: \$20,242.00 (all committed)

Grant Report: All funds spoken for.

Chamber of Commerce:

The budget has been cut 37%. Jody is trying to get more groups on the street. Junior ambassadors are amazing how they act in the community and looking for meaningful participation on Main St. Christmas trees are coming to highway 50. Sign up now.

Welcome packets for groups coming to the area to help build relationships. Get discounts or information to the Chamber if you would like something in the packets.

California restaurant week in January. Possibly a progressive dinner. Emails coming out to restaurants if you want to participate. Chamber website promotes Downtown as well as newsletter.

City Council Report: - PACT Report: Dave Machado

New City Manager starts 12/1/10. October 20, 2010 – Candidate forum Town hall 6:30pm

Placerville Downtown Association
Meeting Agenda for Thursday, November 4, 2010; 8AM – 10AM Carey 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 –

A Holiday committee member will be coming around the week of 11/7/10 to collect \$100.00 from merchants to help with costs associated with Main Street holiday. Please support this event . Deadline will be 11/12/10

Filming of “180 days” has been moved to 11/15/10.

If you have not adopted your highway 50 Christmas tree call the Chamber 621-5885 now.

PLEASE decorate your windows by 11/19/10. Let’s make this a memorable Christmas on Main St.

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

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

City Report (8:10-8:15) –

Business

Election Results

Nominations to elect officers

Gary Pigg will talk about an event called “Hangtown Cranker Classic”

Merchant of the month “New unto you”.

Marketing: Lisa Crummett

Lisa to discuss Art & Wine event

Happy Hour Tuesdays

Main Street “e-vent” calendar

Business (8:15 – 8:50)

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

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

Open Forum (9:40-10:00)

Next Executive Board Meeting Date: 8:30AM, November 18, 2010

Next PDA General Meeting Date: 8AM – 10AM, December 2, 2010

PDA Board of Directors 2010			
(09-10) Tony Granados (P)	626-9161	(10-11) Susie Huber	622-0111
(09-10) Linda Johnson (T)	344-0452	(10-11) Scott Ingraham	626-6400
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Lisa Crummett, Marketing Director	644-2276		

PLACERVILLE DOWNTOWN ASSOCIATION Attend the City Council Meetings
Meeting Minutes – December 2, 2010

Information –

Main Street annual Christmas parade – Sunday December 5, 2010

We encourage merchants to stay open late at least Friday and Saturday.

Guys Night Out – Donations needed for the BBQ raffle prize.

Once again, a big thanks to all the merchants who supported the cooperative marketing

Police Beat - Captain Mike Scott stated the Festival of Lights was a great family event with no incidents

Annual Christmas Parade on 12/5/10 – Street closure begins at 12:30 – Parade begins at 1:00

There has been a few vandalism and theft incidents on Main Street at night. The Placerville police state that Main Street is the most traveled street for them.

City Report – Gary Pigg -

Thanks to the Chamber of Commerce and the El Dorado Tree Growers for the wonderful trees on highway 50.

Please report any vendors who may set up a booth in parking lots. Contact City Hall or Placerville Police.

Merchant of the Month - New Unto You is both new and consigned clothing for ladies. They are located in Creek side Place. Their hours are 11:00am to 6:00pm Tuesday through Sunday.

Business:

Pat Barron stopped by to let us know he would love to Kacie's Ride for Hope again on Main Street 2011

The Chamber of Commerce is offering a discount card to consumers via local businesses. No cost to merchants. Consumers can log onto the Chamber's website and see that your business is a participant and receive whatever discount you may offer. The Chamber also wants merchants to sell these discount cards. Still up for discussion.

Merchants discussed the events for 2011. Sign up sheet is now available through Lisa. We encourage all merchants to at least sign up for one event. It takes a lot of people to pull these events off. These events are to market Main Street and help bring people to downtown to see what we have to offer. The more help we have the better the events.

Events to include:

Girls Night Out –Feb

Rhythm & Blooms

Bell Tower Brewfest

Girls Night Out – August

Craft Fair

Art & Wine Festival

Festival of Lights

Merchants Open House

Guys Night Out

3rd Saturday Artwalk

Hangtown Carshow

Banners on Parade

Music in the Courtyard

Kacie's Ride for Hope

September Car show

Trick or Treat on Main Street

Holiday Parade

Possible New Events & changed events

Apple Blossom Festiva

Founder's Day

Wed Farmers Market

Placerville "ROCKS"

Bastille Day – Rediscover Main St.

Have any ideas for an event on Main Street? Come to the meetings First Thursday of every month at the Cary House at 8:00am.

Marketing:

Festival of Lights brought lots of people and we had great weather. The games and coffee stand made PDA about \$700.00.

Parade on Sunday begins at 1:00. Street closure begins 12:30

Santa Visits at Kiddlywinks 12/5/10 and annieberries 12/11 and 12/18

12/17/10 Guys Night Out – There will be a wrapping station at annieberries and raffle at Placerville Clothing

Winter Hill will have Hog Wild bbq at their store with samples

Local Happinings:

Rocky's Art and Frame closing January

Gold Smith is open on Main Street

Minute Man Press is offering PDA 1000 postcards for any event if he can put his logo on the card

Minute Man is also offering bids for printing. Go to him before you go online as if there is an issue you will be dealing with a local merchant.

Shelly from the hotdog stand is leaving Placerville. The stand will be open until she is able to sell the business.

Chamber of Commerce: No Report/No City Council Report

Placerville Downtown Association
Meeting Agenda for Thursday, December 2, 2010; 8AM – 10AM 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 –

Christmas parade December 5, 2010 – Theme “12 days of Christmas”

We encourage all merchants to stay open late Thursdays, Fridays, and Saturdays through Christmas

“Guys Night Out” December 17, 2010 – offering a wrapping station and a drawing

A big thank you to the merchants who supported the cooperative marketing for the holidays. We will be listing those merchants on our website and on our December minutes.

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-

Chamber discount card discussion

2011 events – discussion and vote

Committee sign ups coming

Marketing: Lisa Crummett

Festival of lights information

Parade and holiday update

Guys Night Out -

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

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

Open Forum (9:40-10:00)

Next Executive Board Meeting Date: 8:30AM, December 16, 2010

Next PDA General Meeting Date: 8AM – 10AM, January 6, 2011

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