

**Placerville Downtown Association**  
**Meeting Agenda for Thursday, January 6, 2010; 8AM – 10AM Cary House**

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

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

**Information for Members** –

- New Mexican restaurant now open near the Bell Tower
- EDC Chamber’s progressive dinner (*El Dorado Epicurean*) is 1/30; call 621-5885 for info
- Redevelopment and Roundabout will be discussed at City Council meetings in January (1/11 & 1/25); also, Placerville Redevelopment Project Community meeting #2 will be at Town Hall on 1/26 at 6:30 pm
- Bill Robinson will be taking over as PDA webmaster due to current webmaster’s health issues

**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)

- Parking – Leased parking in Tetrault parking lot
- Committee sign ups & discussion
- Bylaws – copy will be distributed to all Board members
- Revenue generators for PDA – submit ideas on how to increase income of PDA

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

- Wrap-up on holiday events
- Girl’s Night Out (2/25)
- Rhythm & Blooms (3/19)
- Talk about budget in February

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

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

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

**Open Forum** (9:40-10:00)

**Next Executive Board Meeting Date:** 8:30AM, January 20, 2011, Powell’s (all Board members encouraged to attend)

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, February 3, 2011

<b>PDA Board of Directors 2011</b>			
(10-11) Doug Braaten	295-1007	(11-12) Denise Allison	626-8362
(10-11) Bev Fraga	626-3425	(11-12) Sheila Hill (Vice President)	626-1091
(10-11) Susie Huber	622-0111	(11-12) Christine Najera	626-8700
(10-11) Scott Ingraham	626-6400	(11-12) Carol Patton (President)	626-3554
(10-11) Deb Jensen	295-3496	(11-12) Kris Payne	626-6474
(10-11) Mary Meader	622-4510	(11-12) Bill Robinson (Secretary)	306-3615
(10-11) Sue Rees (Treasurer)	622-6205	(11-12) Dennis Thomas	626-3186
(10-11) Annette Schoonover	626-6369	(11-12) Les Russell	622-2979
Lisa Crummett, Marketing Director	644-2276		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – January 6, 2011

**Roll Call & Introductions** – A quorum was present (9 of 16 PDA Board members present)

**Information for Members** – New Mexican restaurant now open near the Bell Tower; EDC Chamber's progressive dinner (El Dorado Epicurean) is 1/30—call 621-5885 for info; Redevelopment and Roundabout will be discussed at City Council meetings in late Jan/early Feb and Placerville Redevelopment Project Community meeting #2 will be at Town Hall on 1/26 at 6:30 pm; Bill Robinson will be taking over as PDA webmaster due to current webmaster's health issues

**Police Beat** – New City Manager, Clive Morris attended meeting; holiday season went well; heavy focus on DUI enforcement; had some graffiti incidents downtown; event coming up at Town Hall on 1/17 for MLK Day

**City Report** – Randy Pesses – Talked about Hangtown Creek & Grant from Sierra Nevada Conservancy to use engineering consultant to do hydrologic and hydraulic modeling so they will have better idea what flood threat is; also got \$90K grant from County Water Agency to do engineering design on waterline replacement; Clive Morris introduced himself and will be on agenda next month

**Business** – Carol Patton (for Dennis Thomas) mentioned that parking committee needs to have a meeting to discuss leased parking in Tetrault parking lot, Randy Pesses mentioned that the number of leased spaces has been decreased and public parking spaces increased, Carol wants to have a discussion with Parking committee about reducing the amount of assigned leased spaces and have them be shared leased spaces (will keep this on agenda until further notice); Lisa Crummett showed committee signup sheet showing all who have signed up for committees and date of first committee meeting (to establish budget and talk about event), each PDA Board member must be on at least 2 committees, Les Russell talked about his idea for Wagon Train of having some kind of competitive relay race using grocery store shopping carts decorated like ore carts (something like wheelbarrow race during the EDC Fair) on Main Street during Wagon Train, also new event is Oktoberfest (Lisa will email committee signup sheet out to Board members; Bill has retyped bylaws and after reviewed, will be distributed to Board members and anyone else who is interested (may put on website); Carol Patton brought up subject of how to increase revenue for PDA, like increasing the area of PDA to the furthest west end of Main Street (Hogwild) up to the very east end of Main Street (Main Street Automotive), increasing fees for businesses (these last two would have to go through the City Council), or increasing PDA booth presence at events, Kris Payne asked how much money we actually need to make (other than paying Lisa) and that the Walmart is gone, so we don't have any grant money anymore; PDA originally formed for parking; should we establish invoice system? Should we have a tiered system for businesses? Need some kind of recognition of businesses that participate somewhere/somewhat; should we split events and marketing into two separate things; raise business license fee? Revenue Committee established to talk about this

**Marketing & Events** – Lisa Crummett – wrap-up on holiday events; Guy's Night Out not as successful as hoped, needs to not be during holiday season, had 25-30 raffle tickets & winner was jazzed; Girl's Night Out on 2/25, Rhythm & Blooms on 3/19 (MORE taking much bigger role—lots of compliments for flowers last year)

**Treasurer's Report** – (Carol Patton for Sue Rees) – \$48K in account currently, but most spoken for

**Chamber Report** – Courtney Manhold – talked about *El Dorado Epicurean* on 1/30 (passed out postcards about this progressive dinner), part of a state-wide event during last week of January; Social Media workshops coming up, see chamber website for more info re these items

**City Council Report** – (Carol Patton for Dave Machado) – Roundabout issue came up at City Council at end of November & decision postponed until end of Jan/early Feb—need to have representation of merchants at council meetings; Redevelopment Committee meeting at Town Hall on 1/26, will be Redevelopment Advisory Committee (should have PDA rep there—put on agenda for next month)

**Open Forum** – Question about the buildings at corner of Center Street & Main—Kris Payne said that Heritage Assn has accomplished everything they wanted to do (raised the issue of preservation on Main St.) and it is now in the hands of the city and the developer as to what occurs next, all issues have been addressed and no lawsuit, no council action taken yet; Les Russell suggested that people check their AmeriGas bills for errors; Measure H passed and we will increase our sales tax in April (businesses will be notified by State Board); Tony Granados mentioned speaker at Federated Church on 1/29 (11-2) about tolerance (tickets at Tony Matthews and \$\$ goes to The Center); Jeff Thoma brought up idea of skating rink in Placerville (as done in Folsom)

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, January 20, 2011 (Powell's)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting February 3, 2011, at Cary House

# Placerville Downtown Association

## Meeting Agenda for Thursday, February 3, 2011; 8AM – 10AM Cary House

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.

**Gung Ho Fat Choi!!**

### Information for Members

- Girl's Night Out on 2/25: members who want to participate need to get their applications to Lisa
- Rhythm & Blooms benefit bartending at Powell's: 3/14, 6pm-8pm
- Rhythm & Blooms fundraiser on 3/19, 7pm-11pm: tickets on sale now, \$30 each or two for \$50
- Hangtown Car Show: May 22<sup>nd</sup>

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

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

City Report (8:10-8:15) – Cleve Morris

### Business (8:15-8:50)

- Parking – Assigned spaces vs. shared parking
- Redevelopment – Dave Morris
- Budget: discuss and vote
- Bylaws

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

- Girl's Night Out (2/25)
- Rhythm & Blooms benefit bartending (3/14)
- Rhythm & Blooms (3/19)

Treasurer's Report (9:15-9:20) – Sue Rees

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

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

Open Forum (9:35-10:00)

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**Next Executive Board Meeting Date:** 8:30AM, February 17, 2011, Powell's (all Board members encouraged to attend)

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, March 3, 2011

PDA Board of Directors 2011			
(10-11) Doug Braaten	295-1007	(11-12) Denise Allison	626-8362
(10-11) Bev Fraga	626-3425	(11-12) Sheila Hill (Vice President)	626-1091
(10-11) Susie Huber	622-0111	(11-12) Christine Najera	626-8700
(10-11) Scott Ingraham	626-6400	(11-12) Carol Patton (President)	626-3554
(10-11) Deb Jensen	295-3496	(11-12) Kris Payne	626-6474
(10-11) Mary Meader	622-4510	(11-12) Bill Robinson (Secretary)	306-3615
(10-11) Sue Rees (Treasurer)	622-6205	(11-12) Dennis Thomas	626-3186
(10-11) Annette Schoonover	626-6369	(11-12) Les Russell	622-2979
Lisa Crummett, Marketing Director	644-2276		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – February 3, 2011

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

**Information for Members** – Girl's Night Out on 2/25; Rhythm & Blooms benefit bartending at Powell's on 3/14, 5:30pm-8:30pm; Rhythm & Blooms fundraiser on 3/19, 7pm-11pm (tickets on sale now, \$30 each or 2/\$50; Hangtown Car Show on 5/15

**Police Beat** – Sgt. John Kunkle – Spoke about school shooting that happened at Schnell School yesterday; suspect arrested after killing of principal; may change ways school & law enforcement operates together; question re shoplifting picking up after school & loitering of kids in parking garage & lots—said he would pass it along and PV Police could beef up their presence on Main Street to discourage the loitering, etc.

**City Report** – Cleve Morris – Attending Redevelopment public hearing in Sacramento this AM; there will be a Redevelopment workshop in Placerville on 3/24 that anyone can attend (more info coming); wants to make Placerville more business-friendly (putting together committee); has open-door policy and encouraged people to come in and see him; question re Herrick building; he has been contacted by engineering firm about shoring building up to restore it, also working on things if that falls through; requested that PDA write letter to legislators to support redevelopment and said he would get a sample letter with contacts out to 3 business districts' Presidents; Randy Pesses: have bids going out next week for Pt. View Drive extension project; City Council next Tuesday will consider the Roundabout and he encouraged supporters to come out; the underground project on lower Main Street will be completed soon (poles coming down)

**Business** – Assigned spaces vs. shared spaces: Dennis Thomas will call a parking committee meeting to hash this out; Redevelopment: Deb Jensen made motion that PDA write a letter to Governor & representatives challenging his move to eliminate redevelopment, 2<sup>nd</sup> by Scott Ingraham, in discussion, a PDA Board member thought that PDA should not write the letter but others thought it should as Redevelopment will affect businesses downtown, vote taken and motion passed; budget (Lisa Crummett): went over all potential budget items, could end year with > \$5K over, some controversy about street closure; Kris Payne made a motion to have a limited street closure during Wagon Train (1pm-5pm), no 2<sup>nd</sup>; Dennis Thomas volunteered to chair a street closure committee (includes Sheila Hill, Jeff Thoma, Doug Braaten); Scott Ingraham made motion to approve slate of events and budget with tentative approval for Wagon Train and OctoberFest, 2<sup>nd</sup> by Kris Payne, vote taken and motion passed; will have more at next meeting after committee meetings

**Marketing & Events** – Lisa Crummett – Girl's Night Out coming up on 2/25, want to get programs out sooner so need applications in ASAP, will be fashion show, raffle, demos, not closing street, sell hot chocolate, scavenger hunt (\$2 per ticket), will be posters & radio advertising, will have digital version on PDA website; changing August GNO to "Moonlight Madness on Main" on Sat 8/27, merchants will potentially pay \$20 and their names will get on poster; Rhythm & Blooms on Saturday 3/19 at Midtown Mall (would like merchants to support by buying tickets to the event; also, Benefit Bartending on Monday 3/14 at Powell's (also will be Belly Dancing), Lisa announced a quilt exhibition at EDAC ArtSpace from 3/8-4/2; Highway 50 will be closed for 2 weeks for prework, then a one lane closure for a couple months to complete the project (repair of wall on Tahoe side of the summit)—will send out info about closure to merchants; California Beef Cattle Improvement Association will have two busses on Main Street on Sunday June 19 from 2:30pm-5:30pm coordinated through Chamber of Commerce (Wild West Walking Tour)

**Treasurer's Report** – Sue Rees – \$45,948 in account currently—all budgeted

**Chamber Report** – Courtney Manhold – Jody Franklin pitched to Bay Area journalists about visiting El Dorado County, many asked about pet-friendly attractions and lodging; El Dorado Epicurean had 61 people who went to event; Business Showcase coming up on 3/18 at fairgrounds (I Love Film is theme)

**City Council Report** – No report

**Open Forum** – No comments

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, February 17, 2011 (Powell's)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting March 3, 2011, at Cary House

# Placerville Downtown Association

## Meeting Agenda for Thursday, March 3, 2011; 8AM – 10AM Cary House

*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.*

### **Women's History Month**

#### **Information for Members**

- REMINDER: Please help by staying open late on Wed, 3/2, for Sierra Nevada Conservancy folks being on Main Street in the evening (~ 6-9pm)
- If you have an email blast that needs to go to all PDA members, please send to PDA Secretary for distribution
- Revenue Committee meeting 3/22, 8:30 am at location TBD
- Rhythm & Blooms benefit bartending at Powell's: 3/14, 6pm-8pm
- Rhythm & Blooms fundraiser on 3/19, 7pm-11pm: tickets on sale now, \$30 each or two for \$50
- Hangtown Car Show: Date change to May 15<sup>th</sup>

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

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

**City Report** (8:10-8:15) – Cleve Morris

#### **Business** (8:15-8:50)

- Redevelopment
- Street Closure Committee report
- Echo Summit closure (for work on safety wall repair) – April 15 for two weeks; 30-50 days one-way after that; see [Way2Tahoe.com](http://Way2Tahoe.com) for more information
- Bylaws

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

- Rhythm & Blooms benefit bartending (3/14)
- Rhythm & Blooms (3/19)
- Hangtown Car Show (5/15)
- Wagon Train (6/11)
- Bell Tower Brewfest (6/25)

**Treasurer's Report** (9:15-9:20) – Sue Rees

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

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

**Open Forum** (9:35-10:00)

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**Next Executive Board Meeting Date:** 8:30AM, March 18, 2011, Powell's (all Board members encouraged to attend)

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, April 7, 2011

<b>PDA Board of Directors 2011</b>			
(10-11) Doug Braaten	295-1007	(11-12) Denise Allison	626-8362
(10-11) Bev Fraga	626-3425	(11-12) Sheila Hill (Vice President)	626-1091
(10-11) Susie Huber	622-0111	(11-12) Christine Najera	626-8700
(10-11) Scott Ingraham	626-6400	(11-12) Carol Patton (President)	626-3554
(10-11) Deb Jensen	295-3496	(11-12) Kris Payne	626-6474
(10-11) Mary Meader	622-4510	(11-12) Bill Robinson (Secretary)	306-3615
(10-11) Sue Rees (Treasurer)	622-6205	(11-12) Dennis Thomas	626-3186
(10-11) Annette Schoonover	626-6369	(11-12) Les Russell	622-2979
Lisa Crummett, Marketing Director	644-2276		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – March 3, 2011

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

**Information for Members** – Rhythm & Blooms benefit bartending at Powell's on 3/14, 5:30pm-8:30pm; Rhythm & Blooms fundraiser on 3/19, 7pm-11pm; Hangtown Car Show on 5/15

**Police Beat** – No report

**City Report** – Gary Pigg – Light bulbs being replaced on Main St. light poles; MORE is cleaning garage once a week; Cleve Morris – spoke about Redevelopment—plan is available on city website (<http://ci.placerville.ca.us/>)— and there will be the last public workshop on 3/24 at Town Hall (6pm), two public hearings (4/12 & 4/26), readings at BOS (4/19 & 4/26), readings at City Council (4/26 & 5/10) and adoption on 5/10 (City Council will act as Redevelopment Agency, public can comment on Redev projects at City Council meetings); Herrick Building – will be meeting with people involved soon; Planning Committee meeting on 3/11, 8am at Town Hall

**Business** – Street Closure Committee – no report; Echo Summit closure – CalTrans is going to repair safety wall on the Tahoe side of Hwy 50 going down into the basin and planning on closing Hwy 50 for two weeks solid beginning on 4/15 (tentatively) and then continuing for 30-50 days with limited traffic (CC Myers has contract), routing of traffic is a concern as CalTrans not willing to open Iron Mountain Road due to expense, so routing will bypass Placerville (see [way2tahoe.com](http://way2tahoe.com)); bylaws not ready yet—will come out with next agenda for PDA Board members to read

**Marketing & Events** – Lisa Crummett – Girl's Night Out was postponed from 2/25 to most likely 4/15; Rhythm & Blooms has 2 events coming up: Benefit Bartending on 3/14 and the Fundraiser on 3/19—need people to buy tickets; Hangtown Car Show on 5/15 and Les Russell will be coming around to collect \$\$; Wagon Train is on 6/11 & PDA will be incorporating Rib cook-off on Main Street, Kiwanis will help with wheelbarrow races, will be a beer tent, will be a band (Twilight Drifters); Bell Tower Brewfest on 6/25; applications out for Craft Faire & Antiques Faire; Oktoberfest will be on Sat, 9/17, 3-8pm (will be beer barrel relay, wiener dog races, apple streudel; Cranker Classic (Gary Pigg): postponed until next year (2012); Banners on Parade applications are on PDA website and due Friday 3/11; AMGEN Tour (Carol) — International bicycle racing event starts in SLT (5/15) & goes to Sac, then back to Auburn, huge event and there will be spillover into EDC, maybe Placerville can get behind AMGEN tour

**Treasurer's Report** – Sue Rees – \$38,610 in account currently—all budgeted

**Chamber Report** – Jody Franklin: Business Showcase on 3/18, 4-8 pm (I Love Film Mixer); Maps in Visitor's Guide: all maps are farm trail maps, also will include Historic Main Street name on the map; also can advertise in Visitor's Guide now (also will be more photos in guide)

**City Council Report** – No report

**Open Forum** – Jill Barnes talked about new business, Cuppa Coffee & More (will have beer & wine license); Greg Osborne has balloons in Candy Strike; Pampering Pickle owner mentioned, has website, working on making dog-friendly establishments known to customers, drafted letter to city re doggie bags; Revenue Committee will be meeting at Cuppa Coffee & More on 3/22; Bricks open soon; request by Tony to utilize business newsletters to mention events downtown

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, March 24, 2011 (Zia's)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting April 7, 2011, at Cary House

**Placerville Downtown Association**  
**Meeting Agenda for Thursday, April 7, 2011; 8AM – 10AM Cary House**

*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.*

***National Poetry Month***

**Information for Members**

- Girl’s Night Out, April 15, 6-9pm
- Echo Summit closure begins tentatively April 15; see Way2Tahoe.com for updated information
- Hangtown Car Show: Date change to May 15<sup>th</sup>, 9am-3pm
- Wagon Train, Saturday 6/11, 12pm-6pm

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

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

**City Report** (8:10-8:15) – Cleve Morris

**Business** (8:15-8:50)

- Request for support for Zombie Walk on Main Street on 10/2
- Request for support by PDA of Butterfly Concert
- Request for support by PDA of El Dorado County Italian Festival (7/23 & 7/24 at fairgrounds) and possible car show on Main Street on Sunday, 7/24
- Bylaws changes vote
- PDA website discussion
- Revenue Committee update
- Redevelopment

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

- Flower Power update
- Girl’s Night Out (4/15)
- Hangtown Car Show (5/15)
- Wagon Train & Rib Cook Off (6/11): Discussion of extending closed street hours
- Bell Tower Brewfest (6/25)
- Oktoberfest update (9/17)

**Treasurer’s Report** (9:15-9:20) – Sue Rees

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

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

**Open Forum** (9:35-10:00)

**Next Executive Board Meeting Date:** 8:30AM, April 21, 2011, Powell’s (all Board members encouraged to attend)

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, May 5, 2011

<b>PDA Board of Directors 2011</b>			
(10-11) Doug Braaten	295-1007	(11-12) Denise Allison	626-8362
(10-11) Bev Fraga	626-3425	(11-12) Sheila Hill (Vice President)	626-1091
(10-11) Susie Huber	622-0111	(11-12) Christine Najera	626-8700
(10-11) Scott Ingraham	626-6400	(11-12) Carol Patton (President)	626-3554
(10-11) Deb Jensen	295-3496	(11-12) Kris Payne	626-6474
(10-11) Mary Meader	622-4510	(11-12) Bill Robinson (Secretary)	306-3615
(10-11) Sue Rees (Treasurer)	622-6205	(11-12) Dennis Thomas	626-3186
(10-11) Annette Schoonover	626-6369	(11-12) Les Russell	622-2979
Lisa Crummett, Marketing Director	644-2276		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – April 7, 2011

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

**Information for Members** – Girl's Night Out, April 15, 6-9pm; Echo Summit closure begins tentatively April 15; see Way2Tahoe.com for updated information; Hangtown Car Show: Date change to May 15<sup>th</sup> 9am-3pm; Wagon Train, Saturday 6/11, 12pm-6pm

**Police Beat** – Chief Nielsen: crime rate has been reduced in our area 45% over the last 7 years; getting busy with slate of events coming up downtown & at fairgrounds.

**City Report** – Gary Pigg: have had some graffiti in the garage, please be aware; also school will be out soon and might want to watch things on Main Street as school ends; Cleve Morris: will be a workshop put on by Planning Commission on 4/19, 7pm at Town Hall about historic preservation for building owners; on 5/4 Heritage Assn will be putting on a workshop at 6pm at Town Hall re financial benefits of historic buildings; Redevelopment: no real change what state is doing (not successful yet); joint public hearing on 4/12 (Redev Agency & City Council) to take public comment & will be voting on certifying EIR; on 4/26, will be introducing ordinance to adopt Redevelopment, then on May 12<sup>th</sup> there will be 1<sup>st</sup> reading of the ordinance; there is support from police, fire, schools; Redevelopment Advisory Committee will be formed and if anyone interested, Randy Pesses: will be starting sewer line replacement effort on Main Street during week of 4/18 (night) and no digging up of the street (Bedford to Sacramento)

**Business** – Zombie Walk: rep from Snowline Hospice (Dave) plus Chuck & Sandy Helms would like PDA to support 1<sup>st</sup> Annual Zombie Walk on 10/2 (Sunday) from Mt. Demo parking lot to the Bell Tower (rolling parade 11-1), where zombies would do Thriller dance (also have submitted to Guinness Book of World Records) and this will act as kickoff for the Snowline Hospice Haunted House-motion by Kris Payne, 2<sup>nd</sup> by Sue Rees, motion carried; SCACA folks came to ask PDA to support (in name only-no \$\$) the Butterfly Concert in September—to ultimately help in support for a cultural arts center in Placerville, Kris Payne made motion, Sue Rees 2<sup>nd</sup>, motion carried; Wendy Mattson asked that PDA Board support an Italian Festival (put on by promoter Bob Davis) on 7/24 (1/2 day on Sunday with pancake breakfast and Italian car show on Main Street; 7/23 portion will be at fairgrounds) and a Picasso sidewalk chalk festival on the sidewalks of Main Street, Annette Schoonover & Kris Payne will be on the Italian Festival Committee; Annette Schoonover made motion, Sue Rees 2<sup>nd</sup>, motion carried (also talk about reprinting our calendar); Bylaws changes: changes involved mostly wordsmithing—no substance changes, Kris Payne made motion, Sue Rees 2<sup>nd</sup>, motion carried to approve changes to bylaws; PDA website: we need a committee about what goes on website calendar—Theresa Corley, Tony Granados, Bill Robinson (& Lisa); Revenue Committee update: is about how can we make more money, had 1<sup>st</sup> meeting and will have 2<sup>nd</sup> meeting 4/19—we will hopefully have guidelines at some point

**Marketing & Events** – Lisa Crummett – Flower Power did fairly well but affected by the weather, with the help we will get from MORE, we should be able to do same amount of baskets as last year (50)—Carol thanked all for their support and described MORE's increasing involvement & talked about us putting up Sponsor page on PDA website, will try to get basket up by 5/16; Girl's Night Out is 4/15, 6-9pm and use previous schedule (from 2/25); Hangtown Car Show is Sunday, 5/15; Wagon Train & Rib Cookoff (north side of street) on June 11<sup>th</sup>; Brewfest on 6/25; Oktoberfest on 9/17

**Treasurer's Report** – Sue Rees – \$39,513 in account currently—all budgeted

**Chamber Report** – Laurel Brent-Bumb: census workshop today at Cameron Park Community Center; county purchased Buxton program & proposal is to have Chamber trained on how to help businesses with it; PDA has voting member on county chamber board; we could form another council with other 2 business districts so all have a vote, Jody Franklin's focus is tourism, Laurel's focus is the businesses in Placerville; PDA will investigate making our chamber rep a PDA board member (3<sup>rd</sup> Wed of month, 6:30 pm at Office of Education); suggestion made that PDA meet quarterly with BW Village & PV Drive Assn (a council does NOT have non-profit status); April is Child Abuse Prevention Month

**City Council Report** – Dave Machado: spoke about Viet Nam Plaques and working on that effort; the bell next to the District Attorney's office is no longer there and needs to be rehung; some movement about the buildings across the street—building owner not doing anything, but there may be movement of some kind; pushing to sell old City Hall; question re sign ordinance: code enforcement not high priority with staff, but is for some city council members;

**Open Forum** – Theresa Corley: hope to have dog-friendly clings for businesses, Hangtown Kennel Club is donating bags for Main Street; Sara Young spoke about needing donations for bands (music in courtyard); sidewalks will be steam-cleaned toward end of summer; Hangtown Creek Cleanup will be on Earth Day (4/22, 12 pm to dark, KFC to Mosquito), asked if there could be any discounts from merchants, will be wristbands for volunteers; Tony Granados: Future Chef competition on 5/1, 3 pm at Sequoia, tickets @ Tony Matthews, will accept donations for it

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, April 19, 2011 (Zia's)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting May 5, 2011, at Cary House



# Placerville Downtown Association

## Meeting Agenda for Thursday, May 5, 2011; 8AM – 10AM Cary House

*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.*

*Cinco de Mayo*

### **Information for Members**

- Echo Summit closure begins sometime in May; see Way2Tahoe.com for updated information and contact them regarding special advertising opportunities
- Hangtown Car Show: May 15<sup>th</sup> 9am-3pm
- Wagon Train & Rib Cook-Off, Saturday 6/11, 12pm-6pm
- Bell Tower Brewfest, 6/25, 6pm-9pm – Please get your \$60 fee to Kelsey's (first come, first served) and help support our biggest fundraising event

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

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

**City Report** (8:10-8:15) – Cleve Morris

### **Business** (8:15-8:50)

- Social media consultant presentation (Chris Patton)
- Discussion & vote on revenue campaign & web presence
- PDA Website Committee update
- PDA representative for Redevelopment Advisory Committee discussion & vote
- El Dorado County Chamber representative from PDA Board discussion & vote
- Replacement for PDA Board Member Scott Ingraham needed
- Messages to members from PDA Secretary near beginning & middle of month

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

- Girl's Night Out update
- Hangtown Car Show (5/15)
- Wagon Train & Rib Cook Off (6/11): Discussion of extending closed street hours; need volunteers for food and beer sales booth—please sign up for a shift between 12pm-6pm
- Bell Tower Brewfest (6/25)
- Italian Festival (7/23 & 7/24; 7/23 at Fairgrounds, 7/24 am on Main Street)
- Oktoberfest update (9/17)

**Treasurer's Report** (9:15-9:20) – Sue Rees

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

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

**Open Forum** (9:35-10:00)

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**Next Executive Board Meeting Date:** 8:30AM, May 19, 2011, Powell's (all Board members encouraged to attend)

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, June 2, 2011

PDA Board of Directors 2011			
(10-11) Doug Braaten	295-1007	(11-12) Denise Allison	626-8362
(10-11) Bev Fraga	626-3425	(11-12) Sheila Hill (Vice President)	626-1091
(10-11) Susie Huber	622-0111	(11-12) Christine Najera	626-8700
(10-11) OPEN		(11-12) Carol Patton (President)	626-3554
(10-11) Deb Jensen	295-3496	(11-12) Kris Payne	626-6474
(10-11) Mary Meader	622-4510	(11-12) Bill Robinson (Secretary)	306-3615
(10-11) Sue Rees (Treasurer)	622-6205	(11-12) Dennis Thomas	626-3186
(10-11) Annette Schoonover	626-6369	(11-12) Les Russell	622-2979
Lisa Crummett, Marketing Director	644-2276		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – May 5, 2011

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

**Information for Members** Echo Summit closure info; Hangtown Car Show, 5/15, 9am-3pm; Wagon Train & Rib Cook-Off, 6/11, 12p-6p; Bell Tower Brewfest, 6/25, 6pm-9pm

**Police Beat** – Chief Nielsen: Went over cases from April; 46 beats in April downtown (including robbery in 600 block of Main St.), has been increase in robberies; went over events they will be monitoring in May & June; Talked about cameras that are monitored; Wagon Train issue: need to close street at 5AM due to Rib Cook-Off—Bill Robinson made motion to close south side of Main Street at 5am until 11am, Mary Meader seconded, motion passed

**City Report** – Cleve Morris: Redevelopment has one more meeting to approve, then a 90-day waiting period and one year before taxes start coming in from Redevelopment; Gary Pigg: curbs being repainted, would like people (employees) to park on 2<sup>nd</sup> floor or 3<sup>rd</sup> floor; Randy Pesses: had collapse of sewer line near Sacramento Street & Main Street and digging up today to fix; Caltrans is planning on doing new overlay on Highway 49 from Diamond Springs to Highway 193 (Randy still finding out more info & will let Carol know)

**Business** – Presentation about Social Media by Chris Patton (help business owners leverage use of Social Media), merchants can contact Chris Patton for help (Facebook page setup \$25, consultation \$75—\$100 to get FB page going), can put together proposal to help Main Street (workshop? Seminar?); Revenue Campaign—how can PDA make more money?: Increase business license fee (about \$10K year) as it is small amount now, send invoice to PDA members, Doug Braaten made a motion that PDA (Revenue Committee) move forward with raising the business license fee and hold a public hearing, Annette 2<sup>nd</sup>, passed by roll call of all PDA Board members present (12); PDA Website Committee update: we will put ONLY PDA-sponsored events on the PDA website; monetizing PDA site will come later; if businesses have a FB page, “Like” other FB business pages; PDA Redevelopment Advisory Committee—PDA needs rep on it, Dennis Thomas volunteered to do it and will give updates; PDA needs a rep from PDA Board to be PDA’s Chamber rep (Larry Caso has agreed to step down), Kris Payne made motion to nominate a PDA Board member to be EDC Chamber Rep and that it be Sue Rees, 2<sup>nd</sup> by Mary Meader; need replacement for PDA Board member Scott Ingraham, Sheila Hill nominated Theresa Corley, Bill Robinson 2<sup>nd</sup>, motion passed; messages to members via email from PDA Secretary: messages to members only twice a month; people would also like to know what other businesses are doing, put link to FB page on PDA website (also can have closed FB page for PDA members only; could have discussion board on FB)

**Marketing & Events** – Lisa Crummett – GNO update: 4/15 was a better date and was good for most (need drinks, chocolate, food), will have GNO in April next year; will have Moonlight Madness on Main in August (replaces GNO in August) and will focus on shopping (\$25 for advertising, \$15 for gift cert), sales & demos in stores; Hangtown Car Show on 5/15; Wagon Train & Rib Cook-Off on 6/11 (Lisa passed out sign-up sheets for shifts to work), asked that we decorate the businesses (esp. windows) and dress up, will be server races, wheelbarrow demos; Bell Tower Brewfest on 6/25 (PDA’s biggest fundraiser), 37 breweries, questions re having breweries outside of store (but not this year—to be considered possibly in the future); Italian Festival on (note date change to 7/22 & 7/23) evening of 7/22 on Main Street for kick-off party Friday night (car show) and 7/23 at fairgrounds (4pm-9pm street closure, 5pm-8pm for event (people to work beer garden are Tony, Dennis, Christine, Annette, Bev, Sue, Sheila & Carol; flower baskets planted yesterday at MORE, will hang baskets on Saturday, May 14.

**Treasurer’s Report** – No report

**Chamber Report** – Jody Franklin: Caltrans Press conference at the Bell Tower on 5/11, 10am re the Echo Summit closure; lots of group interest (give them welcome packets with coupons, special offers, brochure, visitor’s guide, etc.); walking tour is popular; lots of comments from groups about how much more bustling our Main Street is; Family Affair is at airport on Sat, 5/15 7am-4pm; Synapse Wines will have grand opening on 5/20

**City Council Report** – No report

**Open Forum** – Carol Patton mentioned the “State of the Street” letter; Sharlene McCaslin mentioned the Historic Preservation items for handouts at this meeting;

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, May 19, 2011 (Powell’s)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting June 2, 2011, at Cary House

**Placerville Downtown Association**  
**Meeting Agenda for Thursday, June 2, 2011; 8AM – 10AM Cary House**

*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.*

**Great Outdoors Month**

**Information for Members**

- Echo Summit construction update
- Wagon Train & Rib Cook-Off, Saturday 6/11, 12pm-6pm; cook teams accepted until 20 team limit met—contact Lisa; event includes wheelbarrow races demo, server races, dancing with music with Twilight Drifters, kids games, beer garden, Rib Cook-Off samples
- Bell Tower Brewfest, 6/25, 6pm-9pm – Please get your \$60 fee to Kelsey’s (first come, first served) and help support our biggest fundraising event
- Flower Power baskets up and blooming
- Banners judged on 5/26 and will be up in week prior to Wagon Train

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

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

**City Report** (8:10-8:15) – Cleve Morris

**Business** (8:15-8:30)

- Sue Rees has accepted position as EDC Chamber Representative from PDA
- Revenue Committee update
- Brochure Revision Committee

**Marketing & Events** – Lisa Crummett (8:30-8:55)

- Wagon Train & Rib Cook Off (6/11): need volunteers for food and beer sales booth—please sign up for a shift between 12pm-6pm
- Bell Tower Brewfest (6/25)
- Italian Festival (7/22 & 7/23); Kick-Off Party on Main Street 7/22, car show & beer garden 5pm-8pm; 7/23 at Fairgrounds
- Oktoberfest update (9/17)

**Treasurer’s Report** (8:55-9:00) – Sue Rees

**Chamber Report** (9:00-9:10) – Jody Franklin

**City Council Report** (9:10-9:15) – Dave Machado

**Open Forum** (9:15-9:25)

**Social Media Presentation** (9:25-10:00)

**Next Executive Board Meeting Date:** 8:30AM, June 23, 2011, Powell’s (all Board members encouraged to attend)

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, July 7, 2011

PDA Board of Directors 2011			
(10-11) Doug Braaten	295-1007	(11-12) Denise Allison	626-8362
(10-11) Bev Fraga	626-3425	(11-12) Sheila Hill (Vice President)	626-1091
(10-11) Susie Huber	622-0111	(11-12) Christine Najera	626-8700
(10-11) Theresa Corley	344-7451	(11-12) Carol Patton (President)	626-3554
(10-11) Deb Jensen	295-3496	(11-12) Kris Payne	626-6474
(10-11) Mary Meader	622-4510	(11-12) Bill Robinson (Secretary)	306-3615
(10-11) Sue Rees (Treasurer)	622-6205	(11-12) Dennis Thomas	626-3186
(10-11) Annette Schoonover	626-6369	(11-12) Les Russell	622-2979
Lisa Crummett, Marketing Director	644-2276		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – June 2, 2011

**Roll Call & Introductions** – A quorum was present (including President, 9/16 PDA Board members present)

**Information for Members** Echo Summit construction update; Wagon Train & Rib Cook-Off, 6/11, 12p-6p; Bell Tower Brewfest, 6/25, 6pm-9pm; Flower baskets up and blooming; Banners judged on 5/26 and will be hung prior to Wagon Train

**Police Beat** – Mike Scott – Had DUI checkpoint recently; prepared for special events; did 53 foot beats last month downtown, will be increasing as school gets out; report from member about lots of kids in the garage

**City Report** – Randy Pesses – CalTrans will be redoing Hwy 49 from Diamond Springs to Hwy 193 intersection & may do a little around the block across from the Post Office; septic system is being updated and portion that had collapsed has been repaired; AT&T is repairing/replacing some of their equipment on Stagecoach Alley; Gary Pigg – Community Cleanup coming up on 6/25 (9am-3pm) at Mosquito Park ‘N’ Ride

**Business** – Sue Rees (new EDC Chamber rep from PDA) – met with Laurel Brent-Baum re what takes place and found out that motto of Chamber is “The Eye on the Solution”, her first meeting as Chamber rep will be this month; Revenue Committee update: met with Cleve Morris (City Manager) and found out that PDA would have to come up with some \$\$ to form district & do voting ballots for increasing the assessment, will come back later with ideas about increasing revenue; Brochure revision committee formed with Theresa Corley and Bill Robinson (& Lisa)—we are out of brochures & need more, Sue Rees mentioned that Chamber is working on some apps, history vs. shopping brochure—HT merge these together? Fountain-Tallman Museum open Wed-Sun, 11-4, (Kris volunteered Marilyn Ferguson for committee), could we have a surcharge to list businesses in brochure?

**Marketing & Events** – Lisa Crummett – WT & Rib Cook-off is on June 11, tickets sold by “scrip”, server races will have 6 restaurants & bars involved (Sheila Hill organizing this), kid’s games, wheelbarrow demonstrations, music & dancing, WT coming through about 2pm; Brewfest is 6/25 (37 breweries) with 2 bands and still need hosts, Main Street closed from Clay to Sacramento Street; Craft Faire (about 35% filled at this time) in August & Antique Faire in September; not sure about Italian Festival activities at this time on Main Street in July, Carol will call Bob Davis & find out; update on Oktoberfest at next meeting

**Treasurer’s Report** – Sue Rees – have \$28, 273.10 in acct which is all spoken for

**Chamber Report** – no report

**City Council Report** – Dave Machado – History Advisory Committee is active & any changes to downtown buildings need to be run through the City of Placerville, Viet Nam plaques: City Council will approve an ordinance re plaques & monuments to try to address Viet Nam plaques issue (maybe put all plaques at one point along Main Street would be one possibility), Herrick Building: City trying to “move” building forward (trying to get him to agree to do something), Redevelopment: has been approved and wants PDA to start thinking about what to do with potential \$\$ they might be able to get, Measure H has kicked in and July water bills may be cheaper, Roundabout: this is approved project (\$4.7M, no city money) and is going to happen & Farnet’s Mkt will still be at Ivy House parking lot & Carol has been showing all plans to people to try to show them what will really happen, PDA has no position on Roundabout, 3 pots of \$\$: extend trail (CalTrans), Bridge paid for by CalTrans, Air Quality grant for the Roundabout

**Open Forum** – Gary Pigg: Cary House seeing upswing in business; Bill Robinson: banners have been judged and will be going up on the street tomorrow or Monday

Chris Patton – Social Media presentation

Wants to donate some of his time to PDA to help & develop Groups on Facebook, people have concern about spending too much time on Facebook (not a lot of time and can engage with customers), want to know what benefits are: is dependent on the particular business; social media is huge, but other web info is important too (ex: Google); there is free software to help schedule things you need to do on Facebook and you can leverage all aspects of your web presence; how can we push PDA Facebook to others: Click on Suggest to Friends on right side of your FB page, also lots of Q&A re how to use as business page and/or personal page; ad campaigns really valuable—allows you to be target very specific people; amount Chris charges varies (1-hour consult free) and also does website work in addition to social media; good idea to meld all media together; also lots of free software to help you with Facebook; suggestion to have another session some other time re case studies of how businesses have used Facebook

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, June 23, 2011 (Powell’s)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting July 7, 2011, at Cary House

**Placerville Downtown Association**  
**Meeting Agenda for Thursday, July 7, 2011; 8AM – 10AM Cary House**

*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.*

***National Ice Cream Month***

**Information for Members**

- Echo Summit construction update
- Status of Independent Restaurant & Bar (Jeff Thoma)
- Farmer’s Market – Wednesdays, 5pm to dusk
- Brochures for Banners on Parade are out

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

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

**City Report** (8:10-8:15) – Cleve Morris

**Business** (8:15-8:50)

- Short presentation by Executive Director of CASA, John Adams
- Brochure Revision Committee update – Theresa Corley
- Wagon Train & Brewfest results updates
- Italian Festival update
- Butterfly Concert support update
- Update on Gelato building
- PACT update
- Main Street Closed signs prior to events

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

- Crafts Faire update (8/14)
- Moonlight Madness on Main (8/27)
- Kacie’s Ride for Hope (9/10)
- Oktoberfest update (9/17)

**Treasurer’s Report** (9:15-9:20) – Sue Rees

**Chamber Report** (9:20-9:30)

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

**Open Forum** (9:35-10:00)

**Next Executive Board Meeting Date:** 8:30AM, July 21, 2011, Powell’s (all Board members encouraged to attend)

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, August 4, 2011

<b>PDA Board of Directors 2011</b>			
(10-11) Doug Braaten	295-1007	(11-12) Denise Allison	626-8362
(10-11) Bev Fraga	626-3425	(11-12) Sheila Hill (Vice President)	626-1091
(10-11) Susie Huber	622-0111	(11-12) Christine Najera	626-8700
(10-11) Theresa Corley	344-7451	(11-12) Carol Patton (President)	626-3554
(10-11) Deb Jensen	295-3496	(11-12) Kris Payne	626-6474
(10-11) Mary Meader	622-4510	(11-12) Bill Robinson (Secretary)	306-3615
(10-11) Sue Rees (Treasurer)	622-6205	(11-12) Dennis Thomas	626-3186
(10-11) Annette Schoonover	626-6369	(11-12) Les Russell	622-2979
Lisa Crummett, Marketing Director	644-2276		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – July 7, 2011

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

**Information for Members** Echo Summit construction update (open 7/1-7/10); Jeff Thoma announced that “Independent Restaurant and Bar” is under construction & hoping to be open next month; Farmer’s Market on Wed nights is happening near the Bell Tower; Banners on Parade brochures are out and available (see Lisa)

**Police Beat** – Chief Nielsen – June was very busy & all events went well; National Nite Out on 8/2, 20 venues throughout the city; volunteers helping out (SHIELD); increasing presence downtown (63 patrols downtown during June)

**City Report** – Gary Pigg – update on Redevelopment: state is trying to revoke/change Redevelopment (more coming later); community cleanup had 363 vehicles come through and deposited over 40 tons of items

**Business** – Guest Jose Enrique from CASA El Dorado gave short presentation about CASA (Court Appointed Special Advocates), new Exec Dir is John Adams, serves 439 children, have wait list of 20 kids, statewide cost is \$2400/child/year but CASA El Dorado’s cost is \$1100/child/year (half of state cost), can get involved by becoming an advocate (with training) or a volunteer (Friends of CASA), office above Robinson’s Pharmacy (Cathy Watson is Prog Dir); Brochure Revision Committee update: Theresa Corley – want to update the brochure (about \$800) as it is very much used by the Chamber & wineries, also maybe add a QR (Quick Response) barcode for use by people with smartphones, and Kris mentioned that Marilyn Ferguson is willing to be on committee (Marilyn available 11-4 on Wed-Sun at Fountain Tallman Museum); Theresa also talked about dog waste stations on Main Street (Hangtown Kennel Club is donating \$\$ for two stations on Main Street & Theresa is looking for more donations for stations—Kris Payne gave \$50 towards the effort); Wagon Train & Brewfest events were very successful (10 Rib Cook-off vendors at WT)—Pigs Can Fly won the cook-off, made our numbers so will have some extra money (maybe use for brochure?); Italian Festival will not have events on Main Street this year, but may have next year (Carol asked Annette Schoonover to chair committee for next year)—festival is at fairgrounds on 7/23; Butterfly Concert will happen on 9/18 at fairgrounds (focus of having a performing arts center has now moved from Marble Valley to having it somewhere in Placerville (possibly Main Street)); update on Gelato Building (Carol Patton): engineering firm has been hired to remodel kitchen and then may be leased to restaurateur; PACT update: youth outreach going on; Main Street closed signs: signs put out too early on Hwy 50 and intimates that Main Street is closed (smaller print description) earlier that it really is—no action; have Board opening and will be on agenda next month

**Marketing & Events** – Lisa Crummett – Craft Faire in August still needs more people, but have a month yet to go; Moonlight Madness on Main: meant to be a pre-holiday opportunity sale (more for shopping), \$25 for group advertising and a \$15 gift certificate from every merchant, each merchant can advertise on their own and be creative with their store, gift certificates given by businesses will be incentive to purchase, lots of discussion about why it changed from Girl’s Night Out and will take comments for next year’s events; OktoberFest: weiner dog races sponsorship level letter from Theresa (working with PAWED), server races, pre-event glasses and 1 beer ticket will be sold (\$7) at Tony Matthews, PV Clothing, The Wine Smith, food, kid’s games, music, chicken dance

**Treasurer’s Report** – Sue Rees – have \$58,862 in acct

**Chamber Report** – Courtney Manhold – El Dorado Epicurean familiarization tour coming to Main Street on 7/27 with progressive dinner in Fairplay & EDH

**City Council Report** – No report

**Open Forum** – Chris Patton: will be putting out monthly newsletter re Facebook and he is one of beta testers of Google +; Bill Robinson: Banners on Parade poster for 2011 is out and available rolled or mounted with proceeds going to Art on Parade to help finance next year (\$20 rolled, \$30 mounted); Kris Payne: Courthouse is going to move from Main Street; Sara Young: 2011 Music in the Courtyard is happening every other Saturday, 3-6 pm

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, July 21, 2011 (Powell’s)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting August 4, 2011, at Cary House

# Placerville Downtown Association

## Meeting Agenda for Thursday, August 4, 2011; 8AM – 10AM Cary House

*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.*

### **National Picnic Month**

#### **Information for Members**

- Highway 50 construction update

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

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

**City Report** (8:10-8:15) – Cleve Morris

#### **Business** (8:15-8:50)

- Brochure Revision Committee update – Theresa Corley
- PDA Board opening
- Discussion & vote about PDA recommendation re courthouse relocation
- Holiday committee update

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

- Crafts Faire update (8/14)
- Moonlight Madness on Main (8/27)
- Kacie's Ride for Hope (9/10)
- Oktoberfest update (9/17)
- Car show (9/22)
- Art & Wine Festival (10/15)

**Treasurer's Report** (9:15-9:20) – Sue Rees

**Chamber Report** (9:20-9:30)

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

**Open Forum** (9:35-10:00)

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**Next Executive Board Meeting Date:** 8:30AM, August 18, 2011, Powell's (all Board members encouraged to attend)

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, September 1, 2011

<b>PDA Board of Directors 2011</b>			
(10-11) Doug Braaten	295-1007	(11-12) OPEN	OPEN
(10-11) Bev Fraga	626-3425	(11-12) Sheila Hill (Vice President)	626-1091
(10-11) Susie Huber	622-0111	(11-12) Christine Najera	626-8700
(10-11) Theresa Corley	344-7451	(11-12) Carol Patton (President)	626-3554
(10-11) Deb Jensen	295-3496	(11-12) Kris Payne	626-6474
(10-11) Mary Meader	622-4510	(11-12) Bill Robinson (Secretary)	306-3615
(10-11) Sue Rees (Treasurer)	622-6205	(11-12) Dennis Thomas	626-3186
(10-11) Annette Schoonover	626-6369	(11-12) Les Russell	622-2979
Lisa Crummett, Marketing Director	644-2276		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – August 4, 2011

**Roll Call & Introductions** – A quorum was not present (7/16 PDA Board members present)

**Information for Members:** Highway 50 construction update – no restrictions until 8/14, 8/15-8/19 one way alternating controlled traffic

**Police Beat** – Chief Nielsen – EDC Fair went fine, 13<sup>th</sup> National Nite Out had 21 venues (on 8/2) and went very well; gearing up for Craft Faire on 8/14 and start of school

**City Report** – Cleve Morris – Roundabout on hold due to lawsuit, Redevelopment on hold due to state actions, Herrick Building is on city council agenda (closed session) for this coming Tuesday night (8/9), will report on it at the PDA meeting in September; Annette Schoonover also mentioned that there are some renovations going on in the old Gelato building

**Business** – Theresa Corley reported on dog stations, one at Sacramento Street & Main and one at the Ivy House parking lot; Theresa also spoke re the Brochure Revision Committee update: want to move forward on and are in the process of updating it, change motto to “Shop, Dine & Discover”, making some editing changes, adding QR codes & websites and working with Historical Society to update history stuff, did not have enough Board members and decided to do more work on it and talk/vote on it next month; PDA Board opening: have an opening and will have nominations next month (not enough Board members present at this meeting to vote); Discussion & vote about PDA recommendation re courthouse relocation postponed until September due to lack of attending Board members at this meeting; Holiday Committee update: committee needs to meet soon to start planning the upcoming holiday events

**Marketing & Events** – Lisa Crummett – Craft Faire on 8/14: made our number of booths goal, but have had a couple cancellations; Moonlight Madness on Main (8/27) – still taking applications for it from merchants until tomorrow (have 30 merchants so far) and will be giving out raffle tickets to customers who buy something in those businesses (1 ticket for each \$10 purchase) and drop in boxes around town; Kacie’s Ride for Hope (9/10, 8-10am) coming up; Oktoberfest (9/17) – a family event with children’s games, drinking games (adults), costume contest, weiner-dog races, have a Platinum sponsor (Doggles) and could use more sponsors, registration for weiner-dog races go to Pampering Pickle, will have times flyer around town and on PDA website as event gets closer; Lion’s Club Car Show on 9/22 (evening); Art & Wine Festival (10/15)—will need hosts for wineries; Banners on Parade: brochures available, order forms available (also on PDA Banners on Parade web page) and a donations page is on the PDA website too

**Treasurer’s Report** – Sue Rees – have \$54,182 in acct ; Sue also thanked Bill Robinson for doing the Featured Merchant pages on PDA website (and Bill mentioned that previous month’s Featured Merchants are still listed on the main PDA Merchants page and if there are any changes necessary for those pages, get the changes to Bill)

**Chamber Report** – Jody Franklin – mentioned the Norcal Guide app for the iPhone (Droid phones will have app later this year), county divided into 5 areas (Tahoe, ED Hills, Placerville, Fairplay, Coloma), Jody will send form to Lisa for people to fill out to be in the guide (free) but will have nominal fee for upcoming events/deals and don’t have to be a chamber member; had a food & wine writers tour (3 writers); this year’s study mission was to Paso Robles, San Luis Obispo & Santa Barbara; Laurel Brent-Bumb testified before EDC BOS in support of Redevelopment; mentioned that dog-friendly actions are very good

**City Council Report** – no report

**Open Forum** – Banners on Parade postcards are available for merchants to sell to help raise money for BOP (sell at \$.25 each); Placerville Arts Association is showing their Mother Lode Art Exhibition at the Shakespeare Club from 8/14-8/28; article in SacTown magazine featured several Placerville Main Street merchants; PDA is a supporter of the Butterfly Concert (9/18) and they are in need of prizes for their raffle drawing; Herrick Building: potentially exterior of building may be fixed to be made safe and worry about interior later; Bill Robinson mentioned that Gold Country Artists Gallery has installed all LED lighting and will be reporting more as time goes by; new member welcome packet is available for new businesses (suggestion to put request form on website for packet); Cary House rents PDA meeting room to local businesses at a very reasonable rate

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the Month, 8:30AM, August 18, 2011 (Powell’s)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting September 1, 2011, at Cary House



# Placerville Downtown Association

## Meeting Agenda for Thursday, September 1, 2011; 8AM – 10AM Cary House

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.

### National Courtesy Month

#### Information for Members

- Highway 50 construction update
- Banners on Parade memorabilia order form available – Deadline is TODAY!
- Please keep an eye on flower baskets—call Carol Patton if flowers need attention
- PDA is looking for Volunteers to staff shifts at Oktoberfest on 9/17, see website for sign-ups or call Lisa
- Butterfly Concert is 9/18—still looking for donations from merchants
- Art & Wine Festival on 10/15: if you want to be host, get fee in soon!

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

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

City Report (8:10-8:15) – Cleve Morris

#### Business (8:15-8:50)

- Discuss & vote on approval of PDA minutes at PDA meetings
- Brochure Revision Committee update – Theresa Corley
- PDA Board opening
- Discussion & vote about PDA recommendation re courthouse relocation
- Norcal Guide app
- Nominations for Board coming in October
- Welcome packet on Website

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

- Craft Faire update
- Kacie's Ride for Hope (9/10)
- Oktoberfest update (9/17) – Need volunteers
- Car show (9/22)
- Art & Wine Festival (10/15)
- Holiday Committee

Treasurer's Report (9:15-9:20) – Sue Rees

Chamber Report (9:20-9:30)

Open Forum (9:30-10:00)

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**Next Executive Board Meeting Date:** 8:30AM, September 22, 2011, Powell's (all Board members encouraged to attend)

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, October 6, 2011

PDA Board of Directors 2011			
(10-11) Doug Braaten	295-1007	(11-12) OPEN	OPEN
(10-11) Bev Fraga	626-3425	(11-12) Sheila Hill (Vice President)	626-1091
(10-11) Susie Huber	622-0111	(11-12) Christine Najera	626-8700
(10-11) Theresa Corley	344-7451	(11-12) Carol Patton (President)	626-3554
(10-11) Deb Jensen	295-3496	(11-12) Kris Payne	626-6474
(10-11) Mary Meader	622-4510	(11-12) Bill Robinson (Secretary)	306-3615
(10-11) Sue Rees (Treasurer)	622-6205	(11-12) Dennis Thomas	626-3186
(10-11) Annette Schoonover	626-6369	(11-12) Les Russell	622-2979
Lisa Crummett, Marketing Director	644-2276		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – September 1, 2011

**Roll Call & Introductions** – A quorum was present (13/16 PDA Board members present: Doug Braaten, Bev Fraga, Theresa Corley, Deb Jensen, Sue Rees, Annette Schoonover, Sheila Hill, Christine Najera, Carol Patton, Kris Payne, Bill Robinson, Dennis Thomas, Les Russell; absent: Susie Huber, Mary Meader, Denise Allison)

**Information for Members:** For info on Highway 50, see way2tahoe.com; Art & Wine Festival is on 10/15—get fee in soon if you want to be a host

**Police Beat** – Chief Nielsen – National Night Out very successful, as well as Craft Faire (from public safety perspective); addressing issues of loitering in garage; burglaries are down about 30% for Jan-July 2011, but vehicle theft is up (50+%)

**City Report** – Gary Pigg: City now has possession of right-of-way along Hwy 50 in Placerville (from CalTrans)—work with City re posting things about events; October 1<sup>st</sup> will be when Chamber will be taking names of businesses that want to put up Christmas trees along Highway 50

### **Business**

- **Discuss & vote on approval of PDA minutes at PDA meetings:** there has been a suggestion made to start approving minutes of previous meeting at PDA meetings, Kris Payne made motion to follow Robert's Rules of Order and approve the PDA minutes from the previous meeting and approve the agenda for the current meeting, Annette Schoonover seconded, motion approved by all PDA Board members present.
- **Brochure Revision Committee update** – Theresa Corley: recapped info from last month's meeting re Brochure and that we could not vote on anything at that time due to lack of quorum; Kris Payne made motion to spend up to \$1000 for production of brochures and we use new money earned by events this year to fund brochures, seconded by Bill Robinson, motion approved by all PDA Board members present.
- **PDA Board opening** – need replacement for Denise Allison, Annette Schoonover nominated John Stark from Old Town Cigars to replace Denise Allison on the PDA Board, seconded by Theresa Corley, motion approved by all Board members present.
- **Discussion & vote about PDA recommendation re courthouse relocation** – would like a letter of support for keeping the courthouse in Placerville from PDA Board to City Council; Theresa Corley made a motion that PDA write a letter to the City Council strongly advocating keeping the courthouse within the Placerville City limits so as to keep the commerce associated with the presence of the courthouse within the Placerville City limits, seconded by Bill Robinson, motion approved by all Board members present. During the discussion, it was also suggested that individual business owners on Main Street also write letters to the City Council about keeping the courthouse within Placerville City limits.
- **Norcal Guide app** – see Chamber Report below
- **Nominations for Board coming in October:** we have four current PDA Board members who will be termed-out and we will need 4 new members for the Board for next year
- **Welcome packet on Website:** should we put welcome packet on website—general consensus was that it should go on the website (Bill Robinson will put the Welcome Packet on the PDA website)

**Marketing & Events** – Lisa Crummett – *Craft Faire* made \$700 over projected; spoke about *Kacie's Ride for Hope* coming on Saturday, 9/10, *Oktoberfest* on 9/17, and *Hangtown Car Show* on 9/22, 5-8pm on Main Street; *Art & Wine Festival* is on 10/15—need \$60 from merchants that want to participate; *Holiday* Committee met and working on campaign to raise funds; *Moonlight Madness on Main* report: goal was to have a shopping event, good for some not good for others; will still have Girl's Night Out next year and will decide whether to have another Moonlight Madness on Main event again

**Treasurer's Report** – Sue Rees – have \$50,956.58; we are now over our projected funds by about \$3300 for the year

**Chamber Report** – Jody Franklin – Went through filling in spreadsheet to submit entry for the Norcal Guide app (for more info, contact Jody at the Chamber)

**Open Forum** – Carol Patton made a statement about her positions on things vs. official PDA positions; Sharlene McCaslin mentioned that owner of Herrick Building is willing to work with community to get the fence down (see Sharlene for more info); Gelato building is being painted (someone may be moving in); Shari Fulton made comment that people need to get official information and not depend on heresay; PDA officially is a supporter of Redevelopment (voted on); Roundabout is separate thing that PDA gave feedback on but did not approve or disapprove (no vote was taken)

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the month, 8:30AM, September 22, 2011 (Powell's)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting October 6, 2011, at Cary House

**Placerville Downtown Association**  
**Meeting Agenda for Thursday, October 6, 2011; 8AM – 10AM Cary House**

*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.*

**Domestic Violence Awareness Month**

**Approval of Minutes**

**Approval of Agenda**

**Information for Members**

- Flower baskets down due to hot, dry weather
- Carol Patton has left & rest of Executive Board will be filling in for the rest of the year
- Art & Wine Festival – if you want winery, need to pay fee of \$60 to PDA
- Holidays coming –please plan on decorating your business for holidays!
- Halloween – Trick or Treat on Main Street coming on 10/31

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

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

**City Report** (8:10-8:15) – Cleve Morris

Will there be a public hearing on the sale or lease of City Hall and potential uses?

**Business** (8:15-8:50)

- Brochure Revision Committee update – Theresa Corley
- PDA Board opening to replace Carol Patton
- Nominations for 2012 Board

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

- Oktoberfest report
- Antique show report
- Art & Wine Festival (10/15)
- Trick or Treat on Main Street (10/31)
- Holiday Committee will be coming around to get support for the Holiday Co-op Campaign to promote Main Stret (\$100 for advertising and also looking for items for the 12 gift baskets to be given away during the Twelve Days of Xmas Drawings). Please help support our holiday promotion efforts!

**Treasurer’s Report** (9:15-9:20) – Sue Rees

**Chamber Report** (9:20-9:30)

**Open Forum** (9:30-10:00)

**Next Executive Board Meeting Date:** 8:30AM, October 20, 2011, Powell’s (all Board members encouraged to attend)

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, November 3, 2011

PDA Board of Directors 2011			
(10-11) Doug Braaten	295-1007	(11-12) John Stark	----
(10-11) Bev Fraga	626-3425	(11-12) Sheila Hill (Vice President)	626-1091
(10-11) Susie Huber	622-0111	(11-12) Christine Najera	626-8700
(10-11) Theresa Corley	344-7451	(11-12) OPEN (repl for Carol Patton)	-----
(10-11) Deb Jensen	295-3496	(11-12) Kris Payne	626-6474
(10-11) Mary Meader	622-4510	(11-12) Bill Robinson (Secretary)	306-3615
(10-11) Sue Rees (Treasurer)	622-6205	(11-12) Dennis Thomas	626-3186
(10-11) Annette Schoonover	626-6369	(11-12) Les Russell	622-2979
Lisa Crummett, Marketing Director	644-2276		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – October 6, 2011

**Roll Call & Introductions** – A quorum was present (12/16 PDA Board members present: Bev Fraga, Theresa Corley, Mary Meader, Sue Rees, Annette Schoonover, John Stark, Sheila Hill, Christine Najera, Kris Payne, Bill Robinson, Dennis Thomas, Les Russell; absent: Doug Braaten, Deb Jensen, Susie Huber, Open)

**Approval of Minutes from 9/1/11 Meeting** – Motion made by Mary Meader to accept minutes as presented, 2<sup>nd</sup> by Les Russell, all board members attending approved

**Approval of Agenda for 10/6/11 Meeting** – Added short presentation by Adam Anderson from Boy Scouts to agenda; motion by Kris Payne to accept amended agenda, 2<sup>nd</sup> by Theresa Corley, all board members attending approved

**Information for Members:** Flower baskets: committee needs to meet to see what we can do next year; Carol Patton has left and remaining exec board members are filling in until new 2012 board; for A&W Festival, PDA members who want to participate need to get \$\$ to Lisa; Holidays are coming: make sure you plan on decorating your business; will be going around and checking lights on top of buildings; Trick or Treat on Main Street is coming on 10/31, 4-6pm

**Police Beat** – Chief Nielsen – worst fire season ever, so be careful; events in September went well from public safety perspective; October 13 will be Homecoming bonfire at the EDHS; 10/28-10/31 fairgrounds is hosting a Halloween event; more burglaries are happening, issues in Reservoir Alley, shelter will open 11/1 and runs through 4/30/12, if anything looks suspicious report it to police (car battery stolen in broad daylight), Hangtown Hank is 1 of 4 bloodhounds in CA (supported by donations) & recently helped in events in Mendocino County recently

**City Report** – Gary Pigg: Received letter from PDA and City Manager will take to City Council for input; Christmas Trees can be reserved now—call the Chamber of Commerce; check fire extinguishers; check ADA compliance (Sue Rees mentioned a book for small business that is available), might want to develop transition plan for ADA compliance; Herrick Building: Sharlene says there is movement about trying to get it cleaned up; question re public hearing on sale or lease of City Hall and potential uses—nothing about this yet

### **Business**

- **Boy Scouts project presentation from Adam Anderson** – Spoke about the “Community Preparedness Fair” on 11/4, 10am-2pm at LDS Church on Cedar Ravine, would like any businesses that can to put flyer in their window and help support
- **Brochure Revision Committee update** – Theresa Corley – basically done, just need to get latest updates and have committee go through proof prior to finalizing and printing by graphic designer; Theresa also mentioned that dog waste bags are now available on Main Street.
- **PDA Board opening** – need replacement for Carol Patton, Bill Robinson nominated Sara Rebolcaba from Prospector’s Cafe to replace Carol Patton on the PDA Board; Kris Payne nominated Sharlene McCaslin to replace Carol Patton on the PDA Board; .had written, secret vote by 11 board members and after all votes counted, Sara Rebolcaba was selected by 7 votes to 4 votes
- **Nominations for 2012 Board** – People nominated are: Doug Braaten, Bev Fraga, Theresa Corley, Deb Jensen, Mary Meader, Sue Rees, Annette Schoonover, Jeff Thoma, Sharlene McCaslin, Sara Young and Dave Machado; Bill will put together ballot [note that Deb Jensen & Doug Braaten chose not to be included after the meeting]

**Marketing & Events** – Lisa Crummett – Oktoberfest was a huge hit and need to make it better next year so committee will improve it for next year (9/22/2012) and German Club wants to be involved next year—did about \$4K better than expected; Antique Faire was down on vendors and short on vendor money, vendors were pleased; A&W Festival: have 31 wineries scheduled & hosts; Banners will be auctioned off during A&W Festival; Trick or Treat on Main Street is on 10/31, 4-6pm; Holiday Committee will be coming around to ask for \$100 for advertising (Theme is “Twelve Days of Christmas”)

**Treasurer’s Report** – Sue Rees – have \$56,281.76

**Chamber Report** – Jody Franklin – Working with Theresa Corley on dog-friendly items; El Dorado Epicurean will be happening again on 1/29/12 (same weekend as “Bring Out the Barrel”-EDWA); A&W Festival is on Visit El Dorado website; travelguidesfree.com wants visitor’s guides; harvest is late this year from wineries; Norcal Guide app: trying to get a bulk upload done; about 40 Christmas Trees are left (call Chamber if interested); Christmas Parade applications are at Chamber of Commerce

**Open Forum** – Bill Robinson read the letter to the City re the potential Courthouse move (will send around draft for people to use); Tree House is moving into PV Clothing building & will be hosting for A&W Festival; Sue Rees mentioned the rumor that is out there that it is too expensive per sq ft to be downtown and that is not true—she asked that we help stop that rumor; Mary Meader mentioned that Delores Garcia passed away & her funeral will be this Friday; Bill Robinson mentioned that Gold Country Artists Gallery installed LED lights and over the last 4 months have saved over \$1100 in electricity costs

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the month, 8:30AM, October 20, 2011 (Powell’s)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting November 3, 2011, at Cary House

**Placerville Downtown Association**  
**Meeting Agenda for Thursday, November 3, 2011; 8AM – 10AM Cary House**

*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.*

***Native American Heritage Month***

**Approval of Minutes**

**Approval of Agenda**

**Information for Members**

- *Trick or Treat on Main Street* is Monday 10/31/11 from 4pm-6pm; thousands of children are expected for candy (merchants provide) and costume contest; PDA will be hosting a booth to sell apple turnovers and cider near Winterhill Olive Oil
- Due to lack of funds (\$5000+) for maintenance of rooftop lights, we will unplug those lights; for holidays, will wrap LED lights around light poles; **MERCHANTS – please decorate windows to brighten the street**
- Featured Merchants for November on PDA Website: Placerville News and Hangtown Hotdogs
- For Merchant’s Open House on 11/25 & 11/26, merchants are encouraged to provide cider, cookies, etc.

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

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

**City Report** (8:10-8:15) – Cleve Morris

Will there be a public hearing on the sale or lease of City Hall and potential uses?

**Business** (8:15-8:50)

- Brochure Revision Committee update – Theresa Corley
- 2012 Board voting results
- 2012 Board officer nominations
- MORE presentation
- Holiday information – see the PDA website & special calendar
- 2012 Event Committee signups coming up soon

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

- Art & Wine Festival results
- Banners on Parade auction results
- Trick or Treat on Main Street results
- Holiday Committee report

**Treasurer’s Report** (9:15-9:20) – Sue Rees

**Chamber Report** (9:20-9:30)

**Open Forum** (9:30-10:00)

**Next Executive Board Meeting Date:** 8:30AM, November 17, 2011, Powell’s (all Board members encouraged to attend)

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, December 1, 2011

<b>PDA Board of Directors 2011</b>			
(10-11) Doug Braaten	295-1007	(11-12) John Stark	916-230-1145
(10-11) Bev Fraga	626-3425	(11-12) Sheila Hill (Vice President)	626-1091
(10-11) Susie Huber	622-0111	(11-12) Christine Najera	626-8700
(10-11) Theresa Corley	344-7451	(11-12) Sara Rebolcaba	919-7002
(10-11) Deb Jensen	295-3496	(11-12) Kris Payne	626-6474
(10-11) Mary Meader	622-4510	(11-12) Bill Robinson (Secretary)	306-3615
(10-11) Sue Rees (Treasurer)	622-6205	(11-12) Dennis Thomas	626-3186
(10-11) Annette Schoonover	626-6369	(11-12) Les Russell	622-2979
Lisa Crummett, Marketing Director	644-2276		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – November 3, 2011

**Roll Call & Introductions** – A quorum was present – 12/16 PDA Board members present: Doug Braaten, Bev Fraga, Theresa Corley, Mary Meader, Sue Rees, Annette Schoonover, Sheila Hill, Christine Najera, Kris Payne, Sara Rebolcaba, Bill Robinson, Dennis Thomas; absent: Susie Huber, Deb Jensen, John Stark, Les Russell

**Approval of Minutes from 10/6/11 Meeting** – Minutes approved as read

**Approval of Agenda for 11/3/11 Meeting** – Add parking, change item in printed agenda “2012 Board office nominations” to “2012 Board nominations due to ineligible business member nominated at October meeting (which was found out after voting completed); Bill Robinson moved to approve the agenda, Annette Schoonover 2<sup>nd</sup>, board members present approved

**Information for Members:** Rooftop lights will be unplugged (lack of funds to repair) & LED lights will be wrapped around poles & asking merchants to decorate windows; Featured Merchants on PDA website are Placerville News & Hangtown Hotdogs; merchants encouraged to provide cider, cookies, etc., for Merchant’s Open House on 11/25 & 11/26

**Police Beat** – Chief Nielsen – reported on various events, est 3000 at Trick or Treat on Main Street, solved several burglaries, including Placerville News burglary

**City Report** – Cleve Morris: Will be contract approval for any sale of old City Hall at public city council meeting (want to restore old City Hall & maintain historical character & look from outside & could be used for retail, offices, apts on 2<sup>nd</sup> floor); Herrick building: changes coming next few weeks that may get things moving—close term goal is to get fence down; Redevelopment on hold; Roundabout on hold; question re steam cleaning of street—Cleve will check on it (PDA gave steam cleaner to City)

### **Business**

- **MORE presentation:** Kayla from MORE gave presentation about MORE and wants to be able to involve themselves with helping out downtown where possible; their vision is “Full inclusion for people with disabilities”; would like more involvement during winter months with paid & non-paid jobs (ex: shredding paper)
- **Brochure Revision Committee update** – Theresa Corley: Brochure is out in print and on the PDA website
- **2012 Board voting results:** found out after nominations and voting last month that there was a business that was ineligible, so according to Robert’s Rules of Order, we need to renominate and have voting again.
- **2012 Board nominations:** nominations from last month that are OK are: Theresa Corley, Bev Fraga, Dave Machado [who declined to be nominated after this meeting], Sharlene McCaslin, Mary Meader, Sue Rees, Annette Schoonover, Jeff Thoma and Sara Young; Mary Meader nominated Tony Granados from Tony Matthews and Tony Granados nominated Shelly Winzeler from The Wine Smith; Annette Schoonover moved to close nominations, Kris Payne 2<sup>nd</sup>, motion carried
- **Holiday Information:** There is a holiday page on the PDA website; Lisa needs to have commitment from anyone wanting to participate in “Twelve Days...” by tomorrow (11/4) for article in Mt. Democrat; PDA collected “co-op” funds from various PDA members that wanted to participate for advertising & Twelve Days event; calendar of events will have list of participating merchants on the back; the Holiday Committee hopes that the Twelve Days event is an event that will become popular and will grow over the years
- **2012 Event Committee signups coming soon**
- **Parking:** Dennis Thomas – the City Council requested the Parking Committee reconvene to go over some of the issues such as verbiage on the signs, hours of parking & number of leased spaces (Holiday parking did not come up); Parking Comm (which is a PDA committee) will have a meeting to decide what to recommend to City Council; looking for a few more members (Dennis will send message to me to send out to PDA members)

**Marketing & Events** – Lisa Crummett – Art & Wine Festival went very well, lots of people, positive feedback from merchants re sales, didn’t make as much as we hoped to, sold all but two banners (out of 31) & made about \$3100 with sponsors next year should be able to do it again next year, band was great (Mick Martin); Trick or Treat on Main Street: lots of people, PDA sold Apple Turnovers & Apple Cider (made a little \$\$); Holiday Committee report: Festival of Lights on 11/25 & lights on light poles, plus banners & bows on poles (as many as we can afford); will have to unplug lights on light poles, lots of promo; gift basket deadlines are 11/15 at Kelsey’s

**Treasurer’s Report** – Sue Rees – have \$50,822.29; Sue presented a “PDA 2011 Revenue & Spending “Snapshot” as of 10/31/11” report

**Chamber Report** – Courtney Manhold – Epicurean Adventure is 1/22/12-1/29/11; restaurants should let Jody know soon & businesses can give a hospitality discount; Norcal app is going & would like to have anyone who has submitted to check; all Christmas trees have been adopted (waiting list); like the PDA maps; Chamber is now partner with Constant Contact so if you are a Chamber member, you can get 20% discount

**Open Forum** – The Independent is open (closed Tuesdays) for lunch & dinner; Preparedness Fair is 11/5/11 at LDS Church; can see pix of PV events by Bill Robinson at whrstudios.smugmug.com; Dog poop bags are on the street for use now; Sharlene: Hangman is back at Hangman’s Tree

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the month, 8:30AM, November 17, 2011 (Powell’s)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting December 1, 2011, at Cary House

**Placerville Downtown Association**  
**Meeting Agenda for Thursday, December 1, 2011; 8AM – 10AM Cary House**

*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.*

***Tis the Season!!***

**Approval of Minutes**

**Approval of Agenda**

**Information for Members**

- Due to recent complaints, please make sure your business is ADA compliant to avoid potential problems
- 12 Days of Christmas Shopping Promotion runs through Dec. 16th at participating merchants. Customers have a chance to win one of 12 beautiful gift baskets specially designed by Main St merchants (details on website)
- Lights are on the Bell Tower and the light poles
- Christmas Parade is 12/4
- Holiday window calendar of events

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

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

**City Report** (8:10-8:15) – Cleve Morris

**Business** (8:15-8:50)

- 2012 Board voting results
- 2012 Board officer nominations
- 2012 Events
- 2012 Event Committee signups coming up soon
- Chamber of Commerce signature event

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

- Holiday Committee report
- Committee signups

**Treasurer's Report** (9:15-9:20) – Sue Rees

**Chamber Report** (9:20-9:30) – Jody Franklin & Sue Rees

**Open Forum** (9:30-10:00)

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**Next Executive Board Meeting Date:** 8:30AM, December 22, 2011, Powell's (all Board members encouraged to attend)

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, January 5, 2012

<b>PDA Board of Directors 2011</b>			
(10-11) Doug Braaten	295-1007	(11-12) John Stark	916-230-1145
(10-11) Bev Fraga	626-3425	(11-12) Sheila Hill (Vice President)	626-1091
(10-11) Susie Huber	622-0111	(11-12) Christine Najera	626-8700
(10-11) Theresa Corley	344-7451	(11-12) Sara Rebolcaba	919-7002
(10-11) Deb Jensen	295-3496	(11-12) Kris Payne	626-6474
(10-11) Mary Meader	622-4510	(11-12) Bill Robinson (Secretary)	306-3615
(10-11) Sue Rees (Treasurer)	622-6205	(11-12) Dennis Thomas	626-3186
(10-11) Annette Schoonover	626-6369	(11-12) Les Russell	622-2979
Lisa Crummett, Marketing Director	644-2276		

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – December 1, 2011

**Roll Call & Introductions** – A quorum was present – 13/16 PDA Board members present: Bev Fraga, Theresa Corley, Mary Meader, Sue Rees, Annette Schoonover, John Stark, Sheila Hill, Christine Najera, Kris Payne, Sara Rebolcaba, Bill Robinson, Dennis Thomas, Les Russell; absent: Doug Braaten, Susie Huber, Deb Jensen

**Approval of Minutes from 11/3/11 Meeting** – Minutes approved as read

**Approval of Agenda for 12/1/11 Meeting** – Mary Meader made motion to approve 12/1/2011 agenda, Les Russell 2<sup>nd</sup>, motion approved

**Information for Members:** ADA Guide for Small Business is available to read about ADA compliance; information about 12 Days of Christmas promotion; lights on the Bell Tower and light poles, Christmas Parade is 12/4; Holiday calendar is available

**Police Beat** – Chief Nielsen – Burglaries are down; Festival of Lights estimate is about 3000 people; info about Christmas Parade

**City Report** – Gary Pigg – Thanks to Chamber for spearheading the Christmas trees along Highway 50 and the El Dorado Christmas Tree Association for donating the trees; went over press release about the Hangman and the Herrick Building status; suggested that each business have an ADA transition plan in place

### **Business**

- ***2012 Board voting results:*** The nominees for the PDA Board from the 11/7/11 PDA Election ballot that were approved are Theresa Corley, Bev Fraga, Tony Granados, Mary Meader, Sue Rees, Annette Schoonover, Jeff Thoma and Shelly Wenzeler
- ***2012 Board officer nominations:*** Les Russell nominated Sheila Hill for President, Sue Rees nominated Annette Schoonover for Vice President, Mary Meader nominated Bill Robinson for Secretary, Dennis Thomas nominated Sue Rees for Treasurer and all approved by voice vote of existing Board members
- ***2012 Events:*** Lisa Crummett went through the 2012 proposed calendar of events (traditional/ongoing, co-sponsored events and/or non-PDA events, new or changed events requiring further discussion); there were also suggestions for Blue Crew days, Gold Rush Days, Western Days and talk about events with street closures, having vendors in middle of street instead of along sides
- ***2012 Event Committee signups coming soon:*** signup sheet passed around
- ***Chamber of Commerce signature event:*** Bill Robinson volunteered to serve on Chamber committee for signature event

**Marketing & Events** – Lisa Crummett – Festival of Lights; 12 Days of Christmas has 46 participants; Christmas parade on 12/4; question re lights on roofs and what it would take to get them back eventually (would take \$\$); buttons about shopping locally coming

**Treasurer's Report** – Sue Rees – have \$56,751.84

**Chamber Report** – Jody Franklin – Epicurean Adventure coming in late January (29<sup>th</sup>); Hangtown Holdem is next month; Chamber Business Showcase coming up in March; Jody & Kathleen Dodge are putting together “The Movie Lover’s Guide to El Dorado County & Lake Tahoe” coming hopefully in January; Dog Friendly campaign going good and the mobile app has some great content on it (can email Jody with any corrections—eventually everyone will be able to make their own corrections)

**Open Forum** – Small Wonders show going on at Gold Country Artists Gallery during December; Synapse Wines now part of EDWA; Kris Payne talked about Herrick Building and that courthouse move would be in about 3 years or so (courthouse is a state facility)

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the month, 8:30AM, December 22, 2011 (Powell’s)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting January 5, 2012, at Cary House