

Placerville Downtown Association
Meeting Agenda for Thursday, January 5, 2012; 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.

Approval of Minutes
Approval of Agenda

Information for Members

- Moving businesses: Annieberries moving to 360 Main (next door to Metal Dragonfly—where Moonshadows was) and Pampering Pickle moving to vacated Annieberries space
- Event committees: Lisa will be meeting with event committees in January
- El Dorado Epicurean progressive dinner (through the El Dorado Chamber of Commerce) is 1/29/12

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)

- CASA art & fundraising idea for April – Laurie Heyman
- MORE follow up re services – Kayla Prescott
- Event committees
- Girl’s Night Out date change
- Parking meeting update
- Event for Leap Year date?

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

- Thank you all from Lisa!
- Committee signups
- Update on holidays
- 2012 Events

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)

Next Executive Board Meeting Date: 8:30AM, January 19, 2012, Powell’s
Next PDA General Meeting Date: 8AM – 10AM, Cary House, February 2, 2012

| PDA Board of Directors 2012 | | | |
|------------------------------------|--------------|---|----------|
| (11-12) John Stark | 916-230-1145 | (12-13) Theresa Corley | 344-7451 |
| (11-12) Sheila Hill (President) | 626-1091 | (12-13) Bev Fraga | 626-3425 |
| (11-12) Christine Najera | 626-8700 | (12-13) Tony Granados | 626-9161 |
| (11-12) Sara Rebolcaba | 919-7002 | (12-13) Mary Meader | 622-4510 |
| (11-12) Kris Payne | 626-6474 | (12-13) Sue Rees (Treasurer) | 622-6205 |
| (11-12) Bill Robinson (Secretary) | 306-3615 | (12-13) Annette Schoonover (Vice President) | 626-6369 |
| (11-12) Dennis Thomas | 626-3186 | (12-13) Jeff Thoma | 626-9700 |
| (11-12) Les Russell | 622-2979 | (12-13) Shelly Wenzeler | 622-0516 |
| Lisa Crummett, Marketing Director | 644-2276 | | |

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – January 5, 2012

Roll Call & Introductions – A quorum was present – 14/16 PDA Board members present: John Stark, Sheila Hill, Christine Najera, Sara Rebolcaba, Kris Payne, Bill Robinson, Dennis Thomas, Theresa Corley, Tony Granados, Mary Meader, Sue Rees, Annette Schoonover, Jeff Thoma, Shelly Wenzeler; absent: Les Russell, Bev Fraga

Approval of Minutes from 12/1/11 Meeting – Minutes approved as read

Approval of Agenda for 12/1/11 Meeting – Agenda stands as approved

Information for Members: Moving businesses: Annieberries has moved to 360 Main Street and Pampering Pickle moving to 320 Main Street around 2/1 (where Annieberries was) and Tony Granados mentioned that the El Dorado Community Foundation is moving to the building next door to the Cary House; Lisa will be meeting with event committees in January (sheet handed out); El Dorado Epicurean progressive dinner on 1/29/12 (EDC Chamber event)

Police Beat – Chief Nielsen – December went well public safety-wise; no significant events in December for police; 9 or 10 DUIs during December; question re graffiti and police would like it reported to them

City Report – Cleve Morris – Redevelopment eliminated in California, retired annuitants cannot work for city any more, old City Hall very close to sale, re Herrick Building the city is working with the owner re schedule re improving building and contractor may be interested in buying building; question re sidewalk cleaning and Cleve needs to find out status; question re refund to PDA of redevelopment check—Cleve may approach legislature about refund; city bringing back economic development committee and looking for a member from PDA

Business

- ***CASA art & fundraising idea for April:*** CASA rep talked about doing an event in April in conjunction with Child Abuse Awareness Month and would like to do similar program to what Placer County did at no cost to merchants during month of April; merchants would display cutouts of kids in visible locations in their businesses to raise awareness; contact Laurie Heyman at CASA if interested
- ***MORE follow-up re services:*** No representative
- ***Event committees:*** Lisa Crummett – Lisa passed out event committee sheet to everyone with list of committees & dates of first meetings in January
- ***Girl's Night Out date change:*** Lisa Crummett – date changed to May 4th (1st Friday in May)
- ***Parking meeting update:*** Dennis Thomas – issues identified were relocating employee parking, underutilized parking spaces, reviewing green & yellow parking zones, and verbiage on parking signs, next meeting is on 1/11/12, 8:30am
- ***Event for Leap Year date?:*** Lisa Crummett – consensus is no for a 2/29 event; Theresa Corley & Shelly Wenzeler will brainstorm for possible non-PDA event on 2/29

Marketing & Events – Lisa Crummett – Lisa thanked everyone for her special gift from PDA merchants; talked about event committee signups; update on holidays: Lisa showed the bag of tickets turned in for the baskets; talked about letter to the editor of Mt. Democrat about the baskets, baskets had 44 merchants that participated; Festival of Lights & parade were very successful; 2012 Events: talked about Rhythm & Blooms and will decide what to do this year (cost will be a lot more), not sure if we can do full project (\$8500/year); 2012 list of events is on PDA website & should have calendars soon

Treasurer's Report – Sue Rees – have \$57,166.63

Chamber Report – Jody Franklin – reminded everyone about visiteldorado.com which has budget of \$166K/year and they do a lot of promotion and would be useful for PDA to advertise on it as it costs PDA nothing; El Dorado Epicurean coming up and there are 3 Placerville itineraries; have new wine bags to promote El Dorado wine country; next meeting is next week; movie-lovers guide: trying to get the “look” right and will be web-based and paper-based

Open Forum – Gayle Brooks has developed allplacervilleevents.com to list all events in Placerville, just need to get events to her & she will add & asked folks in PDA to put in newsletters, add links, add to Facebook pages; Kris Payne suggested that PDA push issue of getting money back from Redevelopment, need to pull our meeting minutes to see what action we took and Sue Rees will talk with Cleve Morris, Kurt Smith also supported this; Kurt Smith spoke about County Courthouse & fact that it is a state facility & asked if PDA has taken a position, he thinks there is a lot we can do & volunteered to help; we will take this under advisement; Shalene McCaslin mentioned the new glass coverings on the Herrick Building behind the hanging man

Executive Board Meeting Date – 4th Thursday of the month, 8:30AM, January 19, 2012 (Powell's)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting February 2, 2012, at Cary House

Placerville Downtown Association

Meeting Agenda for Thursday, *February 9, 2012*; 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.

Approval of Minutes

Approval of Agenda

Information for Members

- Banners on Parade applications will be available in late February
- Boy Scouts are collecting for flag placement
- Fountain Grill & Catering is now open (old Cantina location near EDAC ArtSpace]
- Winterhill Harvest Party on 2/11, 1-5

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

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

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

What is the latest on Diamond Dorado Shopping Center, Old City Hall, Courthouse & Herrick Building?

Business (8:15-8:50)

- Redevelopment refund update
- Overall budget for events

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

- Rhythm & Blooms event update
- Girl's Night Out update
- Wagon Train update

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

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

Open Forum (9:30-10:00)

Next Executive Board Meeting Date: 8:30AM, February 15, 2012, Powell's

Next PDA General Meeting Date: 8AM – 10AM, Cary House, March 1, 2012

| PDA Board of Directors 2012 | | | |
|-----------------------------------|--------------|---|----------|
| (11-12) John Stark | 916-230-1145 | (12-13) Theresa Corley | 344-7451 |
| (11-12) Sheila Hill (President) | 626-1091 | (12-13) Bev Fraga | 626-3425 |
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| (11-12) Bill Robinson (Secretary) | 306-3615 | (12-13) Annette Schoonover (Vice President) | 626-6369 |
| (11-12) Dennis Thomas | 626-3186 | (12-13) Jeff Thoma | 626-9700 |
| (11-12) Les Russell | 622-2979 | (12-13) Shelly Wenzeler | 622-0516 |
| Lisa Crummett, Marketing Director | 644-2276 | | |

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – February 9, 2012

Roll Call & Introductions – A quorum was present – 10/16 PDA Board members present: John Stark, Sheila Hill, Sara Rebolcaba, Kris Payne, Bill Robinson, Les Russell, Tony Granados, Sue Rees, Annette Schoonover, Jeff Thoma; absent: Christine Najera, Dennis Thomas, Theresa Corley, Bev Fraga, Mary Meader, Shelly Wenzeler

Approval of Minutes from 1/5/12 Meeting – Minutes approved as read

Approval of Agenda for 2/9/12 Meeting – Agenda stands as approved

Information for Members: Banners on Parade applications will be available in late February; Boy Scouts are collecting for flag placement; Fountain Grill & Catering is now open (old Canina location near EDAC ArtSpace; Winterhill Harvest Party on 2/11, 1-5

Police Beat – Chief Nielsen – Incident downtown in mid-January with customer trying to pass bad check—there was good communication between merchants, suspect was arrested quickly; did cleanup of Lumsden Park & were able to get people into shelters (partnered with Community Resource Center (CRC)); have recruited 4 new SHIELD volunteers (now 13-14 total); Chief handed out 2011 Crime Statistics Report that will go to City Council (went over highlights); talked about homeless shelters in our area and involvement of CRC—merchants can contact the CRC until 6 pm each evening to find out location of shelter that night

City Report – No representative from the City; however, there was talk about the proposed “Diamond Dorado” shopping center plans near Lime Kiln Road (possibly having a Costco) at some point in the future

Business

- Redevelopment Fund update: Sue Rees reported that she has not heard back from City yet
- Overall budget for events: Lisa Crummett went over the overall budget; Jeff Thoma made motion to accept the budget, Tony Granados seconded, motion approved

Marketing & Events – Lisa Crummett – Rhythm & Blooms event update: committee decided they don’t want to do the Rhythm & Blooms fundraiser, but instead want to do fundraising campaign & apply for grant (through Women’s Fund El Dorado if possible—apps not out yet), have a barometer on the Bell Tower; Girl’s Night Out will be on Friday night, May 4, salsa & Latin theme, no closing of street but maybe close around Bell Tower; Wagon Train: like last year, will have rib cook-off and activities on Broadway, Main Street and Placerville Drive; all committees now will need to start hammering out details

Treasurer’s Report – Sue Rees – have \$51,116.09 now

Chamber Report – No representative; several people reported on Epicurean (OK)

Open Forum – Les Russell mentioned that there is a new recycling center that opened up on upper Broadway (just beyond Tijuana Taqueria); Les also mentioned that he had worked with Community Pride recently on a little park that will be located at the corner of Bedford and Main that will also be the location of the plaques that used to be on Main Street; Bill Robinson mentioned that Gold Country Artists Gallery is running a Love is in the Air poster and one of the artists in the Gallery (Rod Williams) was one of 10 winners of an “Over 60 Art Competition” for a national art magazine called “The Artist’s Magazine” and that work will be displayed at the Gallery during February also; Kris Payne mentioned that the “Mountain Quarry Bridge” (just west of where Highway 49 crosses the American River at Auburn) is celebrating its’ 100th anniversary this year and Kris is attending meeting about it to find out details of the celebration.

Executive Board Meeting Date – 3rd Thursday of the month, 8:30AM, February 16, 2012 (Powell’s)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting March 1, 2012, at Cary House

Placerville Downtown Association
Meeting Agenda for Thursday, March 1, 2012; 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.

Saint Patrick's Day – Saturday March 17

Approval of Minutes

Approval of Agenda

Information for Members

- Courtyard Deli
- March is Flower Baskets fundraising month
- Benefit Bartending at Powell's on 3/26
- Watch registers; watch for theft

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

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

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

What is the latest on Diamond Dorado Shopping Center, Old City Hall, Courthouse & Herrick Building?

Business (8:15-8:50)

- Redevelopment refund update
- Historical promotion idea – Jack Winkler

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

- Flower Baskets update
- Girl's Night Out update
- Wagon Train update

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

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

Open Forum (9:30-10:00)

Next Executive Board Meeting Date: 8:30AM, March 15, 2012, Powell's
Next PDA General Meeting Date: 8AM – 10AM, Cary House, April 5, 2012

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|------------------------------------|--------------|---|----------|
| (11-12) John Stark | 916-230-1145 | (12-13) Theresa Corley | 344-7451 |
| (11-12) Sheila Hill (President) | 626-1091 | (12-13) Bev Fraga | 626-3425 |
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| (11-12) Les Russell | 622-2979 | (12-13) Shelly Wenzeler | 622-0516 |
| Lisa Crummett, Marketing Director | 644-2276 | | |

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – March 1, 2012

Roll Call & Introductions – A quorum was not present – 8/16 PDA Board members present: John Stark, Sara Rebolcaba, Bill Robinson, Les Russell, Bev Fraga, Tony Granados, Mary Meader, Annette Schoonover; absent: Sheila Hill, Christine Najera, Kris Payne, Dennis Thomas, Theresa Corley, Sue Rees, Jeff Thoma, Shelly Wenzeler

Approval of Minutes from 2/9/12 Meeting – Minutes approved as read

Approval of Agenda for 3/1/12 Meeting – Agenda stands as approved

Information for Members: March is Flower Basket fundraising month and there will be Benefit Bartending at Powell's on 3/26, 6-8pm; watch your cash registers—there has been some theft on Main Street

Police Beat – Mike Scott – spoke about vandalism downtown; there was a bad check passed downtown—if that happens and you see something like that downtown, be a good witness for the police; if businesses have surveillance cameras, please let the Police department know (also, if you have cameras, make sure you have at least one pointed toward the door)

City Report – Cleve Morris – re the Diamond Dorado shopping center, the City did submit concerns to county people—there is an EIR and county is now taking comments; waiting for potential owners to bring back plans for approval—has to go through Historical Society and Planning Commission; Courthouse: City has had some discussions with County and still trying to figure out how to get courthouse control back from State; Herrick Building: sale is in escrow, structural engineer submitting plans soon, new owners planning on restoring building (outside first, then inside); City will have presentation about Buxton Program (buying habits of local folks) soon and Cleve will send PDA Secretary information to distribute

Business

Redevelopment fund update – Cleve Morris: City is trying to figure out if they can get money back

Historical promotion idea – Jack Winkler: has collected information about old buildings downtown during the Gold Rush time (1848-1856) and suggests we capitalize on notoriety and would like each business to post a sign about what was happening during that time, also historical information inside stores, possibly souvenirs, etc., has info to pass along to PDA if anyone interested in taking project on

Marketing & Events – Lisa Crummett – new events postcard is out; Flower Baskets – will have big sign at Bell Tower, Benefit Bartending on 3/26, Facebook info, will be applying for grant from Women's Fund for potential help; Banners on Parade applications are due March 16th; Girl's Night Out is May 4th (Quatro de Mayo), scavenger hunt, activities in shops, very different this year, men's activities at Old Town Cigar Co.; Wagon Train & Rib Cook-Off: rib cook-off will be on south side, PV Hardware will also be celebrating 160th anniversary, Kiwanis will have large wheelbarrow, Historical Society will be having a Studebaker 100th anniversary celebration; Brewfest in June: now contacting breweries

Treasurer's Report – Lisa Crummett (for Sue Rees, Treasurer): have \$51,000 in account

Chamber Report – Jody Franklin: Epicurean progressive dinner was successful & want to do 350 next year (160 this year), doing Via ad (June), Cowboys & Cornbread at Rainbow Orchards on 7/21, Business Showcase is 3/16 at Fairgrounds and State of County Luncheon that afternoon; Chamber sells walking tours of Main Street (\$2/person) for groups and would like to pass this task on to someone if possible; group of 75 coming in May; Mobile App: wants to hand over task of updating to businesses—they just need to email tourism@eldoradocounty.org to get user name and password to do that; Attended Bay Area travel show; Visitor's Guide out in April and dog-friendly is a big deal (will be a paw on those places that are dog-friendly); Movie-Lover's Guide: have 78 edits to do and will be done soon

Open Forum – Suggestion from Annette (Winterhill) that during slow months it's a good idea to walk Main Street to see what's there; there is a pamphlet in your March water bill for those that live in the city regarding filling out a form to get last year's lower water rates; Passport Weekend coming up on 4/14 & 15 and 4/21 & 22; encourage customers to shop locally due to gas expenses (350project.org)

Executive Board Meeting Date – 4th Thursday of the month, 8:30AM, March 22, 2012 (Powell's)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting April 5, 2012, at Cary House

Placerville Downtown Association
Meeting Agenda for Thursday, April 5, 2012; 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.

Easter – Sunday April 8

Approval of Minutes
Approval of Agenda
Information for Members

- Courtyard Deli
- ADA Compliance Workshop – Mon, 4/9, 6pm-8pm, El Dorado Hills Community Services District (Pavilion), 1021 Harvard Way, El Dorado Hills or Wed, 4/25, 7am-9am, Placerville Town Hall, 549 Main Street, Placerville
- Dog-friendly classes are free to PDA merchants at Pampering Pickle
- “A Taste of Main Street” will be on 4/21, 4pm-7:30pm at EDHS (atasteofmainstreet.com); tickets available at Kelsey’s
- Old Town Grill open Friday & Saturday nights

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

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

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

Update on Herrick Building, Old City Hall, sidewalk cleaning/pressure washer

Business (8:15-8:50)

- Parking meeting report
- El Dorado County Historical Museum Project – Stan Morris
- Looking for replacement Board member
- Historical signs for buildings
- Third Saturday ArtWalk
- Facebook demo – Theresa Corley

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

- Flower Baskets update
- Girl’s Night Out update
- Wagon Train update

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

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

Open Forum (9:30-10:00)

Next Executive Board Meeting Date: 8:30AM, April 19, 2012, Powell’s
Next PDA General Meeting Date: 8AM – 10AM, Cary House, May 3, 2012

| PDA Board of Directors 2012 | | | |
|-----------------------------------|--------------|---|----------|
| (11-12) John Stark | 916-230-1145 | (12-13) Theresa Corley | 344-7451 |
| (11-12) Sheila Hill (President) | 626-1091 | (12-13) Bev Fraga | 626-3425 |
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| Lisa Crummett, Marketing Director | 644-2276 | | |

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – April 5, 2012

Roll Call & Introductions – A quorum was present – 10/16 PDA Board members present: Sara Rebolcaba, Kris Payne, Bill Robinson, Dennis Thomas, Les Russell, Thresa Corley, Tony Granados, Mary Meader, Sue Rees, Annette Schoonover; absent: John Stark, Sheila Hill, Jeff Thoma, Shelly Winzeler, 1 open slot

Approval of Minutes from 3/1/12 Meeting – Minutes approved as read

Approval of Agenda for 4/5/12 Meeting – 2 items added to the agenda: reprint of the brochure and about nominations for PDA member(s) for the Economic Development Advisory Committee, **Mary Meader made motion to approve, Les Russell seconded, all Board members present approved**

Information for Members: Courtyard Deli is opening on Tuesday, 4/10 (Tue-Sun, 10a-3p), menu on Facebook; ADA Compliance Workshop is on Monday evening 4/9, 6p-9p at EDH CSD (Pavilion) and at PV Town Hall on 4/25, 7a-9a; dog-friendly classes coming up at Pampering Pickle free to PDA merchants; “A Taste of Main Street” is on 4/21; Old Town Grille open Thu, Fri & Sat nights

Police Beat – Chief Nielsen – Focusing on Center Street Garage & Ivy House lot, need reports from merchants, 3 new SHIELD volunteers (now 11 active), there was a burglary at PV News (caught & got merchandise back), fatal traffic collision on upper Broadway, graffiti is increasing & have abatement program, bring to PV police attention; call 642-5280 gets you to dispatch and 642-5210 to get to staff

City Report – Cleve Morris – Update on Herrick Building (owners present at this meeting, Tim & Sue Taylor), close on having plans done and hope to start working on building soon, escrow is closed, phase 1 is to stabilize buildings and make the fence go away; sidewalk cleaning – city has pressure washer: should merchants do it? Cleve will also check with MORE to see if maybe they can do it; Old City Hall – plans are close and it is on similar path as Herrick Building

Business

- **El Dorado County Historical Museum Project** – Stan Morris is docent at Fountain-Tallman Museum and has put together guided walking tours of downtown on Saturdays, 1-2:30pm, 10-15 people on tour, 28 sites; 12 sites to stop at, \$2.50 donation by people taking tour, reach Stan through the Cary House (622-4271); also, Lisa mentioned to Stan about last month’s visit by Jack Winkler re the potential historical signs for buildings project
- **Parking meeting report** – Dennis Thomas: committee met several times over the last several months & here are their recommendations to be made to City Council: keep parking at 2hrs, all but 5 spaces in Fox lot be freed up for customers; recommendations are moving towards allowing people to park in any spot and permit spots to not be marked in the lots; Tetrault Lot to free up some spots; for 2nd floor of the parking garage, make it open parking for customers and permit holders (no designated permit spaces), commercial zone be Mon-Fri instead of Mon-Sat, add green zone in front of PV Hardware (take away 1 yellow zone in front of Empire Antiques (other antique stores further east on Main street seem to have a good system going with the commercial parking permits), need to take a look at where handicapped spaces are located and if spaces are ADA compliant, will next deal with signage on kiosks
- **PDA needs a replacement Board member**
- **Third Saturday ArtWalk** – Annette Schoonover: EDAC is revitalizing the Third Saturday ArtWalk and there will be more info coming soon
- **Reprint of Brochures** – we need more brochures, **Kris Payne made motion to print 5000 brochures, Sue Rees seconded, motion approved**, new merchants need to contact Lisa to be included in reprint of brochure

Marketing & Events – Lisa Crummett – Flower Baskets: have made about \$4200 in donations, Flower Baskets will be from Courthouse to Sacramento Street; Girl’s Night Out is on Friday, May 4th, and those who want to participate need to get applications in; Banners on Parade have been selected & many have floral themes; Wagon Train & BBQ Rib Cook-Off, PV Hardware having 160th anniversary and the Historical Museum doing Studebaker demo on June 9, question re parking near old city hall (Kris Payne & Lisa Crummett working on this); working on Oktoberfest & Antique Faire

Treasurer’s Report – Sue Rees, Treasurer: have \$47,873 in account

Chamber Report – Courtney Manhold: new EDC Visitor’s Guide, Jody went to media event in NYC, will be luncheon at Red Hawk about QR Codes, talked about April mixer, Grant Writing workshop, business basics workshop, Fabulous 50 magazine, health care plans for businesses, new labor law poster, 2 ribbon cuttings this month

Open Forum – Theresa Corley did a Facebook demo and Kris Payne mentioned the Mt Quarry/No Hands Bridge 100th anniversary series of events in Placer & ED County

Executive Board Meeting Date – 3rd Thursday of the month, 8:30AM, April 19, 2012 (Powell’s)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting May 3, 2012, at Cary House

Placerville Downtown Association

Meeting Agenda for Thursday, May 3, 2012; 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.

Girl's Night Out, Fri, May 4; Hangtown Car Show, Sun, May 20

Approval of Minutes

Approval of Agenda

Information for Members

- Girl's Night Out is Friday, May 4, 6-9pm
- Hangtown Car Show is Sunday, May 20, 8am-3pm
- Brewfest: Hosts are needed for June 30th Brewfest; please get your \$50 fee to Kelsey's (first come, first served) to secure a brewery
- Winterhill's Shakespeare's Acre Olive Oil has won the SILVER MEDAL in the 2012 Los Angeles International Olive Oil Competition
- New businesses: Siam Soul Imports (460 Main Street), Black Heart Ink Tattoo in the Upstairs Gallery, Royal Six Tattoo on lower Main Street (near Old Town Cigar), Sweet Spot Sandwich Shop has a new owner

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

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

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

Update on Herrick Building, Old City Hall, sidewalk cleaning (MORE?)

Business (8:15-8:50)

- Nominations & Vote for replacement Board member
- Economic Development Committee member appointment

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

- Flower Baskets update
- Girl's Night Out update
- Wagon Train update
- Brewfest
- Craft Faire

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

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

Open Forum (9:30-10:00)

Next Executive Board Meeting Date: 8:30AM, May 24, 2012, Powell's

Next PDA General Meeting Date: 8AM – 10AM, Cary House, June 7, 2012

| PDA Board of Directors 2012 | | | |
|-----------------------------------|--------------|---|----------|
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| (11-12) Sara Rebolcaba | 919-7002 | (12-13) Mary Meader | 622-4510 |
| (11-12) Kris Payne | 626-6474 | (12-13) Sue Rees (Treasurer) | 622-6205 |
| (11-12) Bill Robinson (Secretary) | 306-3615 | (12-13) Annette Schoonover (Vice President) | 626-6369 |
| (11-12) Dennis Thomas | 622-3186 | (12-13) Jeff Thoma | 626-9700 |
| (11-12) Les Russell | 622-2979 | (12-13) Shelly Wenzeler | 622-0516 |
| Lisa Crummett, Marketing Director | 644-2276 | | |

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – May 3, 2012

Roll Call & Introductions – A quorum was present – 11/16 PDA Board members present: Sheila Hill, Kris Payne, Bill Robinson, Les Russell, Theresa Corley, Bev Fraga, Tony Granados, Mary Meader, Annette Schoonover, Jeff Thoma, Shelly Winzeler; absent: John Stark, Sara Rebolcaba, Dennis Thomas, Sue Rees, 1 open slot

Approval of Minutes from 4/5/12 Meeting – Minutes approved as read

Approval of Agenda for 5/3/12 Meeting – 2 items added to the agenda: need to find someone to replace Bill Robinson on the county-wide event committee; also add item having to do with the historical tours talked about at the last meeting; all board members present approved adding these items to the agenda.

Information for Members: Girl's Night Out is tomorrow night (5/4); Hangtown Car Show is Sunday, May 20; Hosts needed for Brewfest (6/30); Winterhill's Shakespeare's Acre Olive Oil won the silver medal in the 2012 Los Angeles International Olive Oil Competition; New businesses on Main Street: Siam Soul Imports (460 Main St.), Black Heart Ink Tattoo (Upstairs Gallery), Royal Six Tattoo (lower Main); Sweet Spot Sandwich Shop has a new owner

Police Beat – Chief Nielsen – Talked about events coming up: Girl's Night Out on 5/4, Trail Run on 5/19, EDC Fair 6/13-6/17, Hangtown Cranker Classic on 6/23; talked about cases over the last month and had question about graffiti—it has increased and it is responsibility of building owner to fix graffiti and Police have been working to find people responsible for the graffiti

City Report – Cleve Morris – City has received plans re the Herrick Building to be gone through by Historical Advisory Committee (5/16) then needs to go to planning commission and plans for structural engineering are still being developed; have not received plans for old City Hall; said that having MORE clean the sidewalks might be difficult because of the hours MORE works, city is trying to fit it in the budget; question re ivy & weeds behind buildings along freeway & how city is using resources and maybe using volunteers

Business

- **Nominations & vote for replacement Board member:** Annette Schoonover nominated Sara Young (Fountain Plaza Salon), Theresa Corley nominated Jennifer Nixon (Canines on Main)—Sara Young rescinded her nomination in deference to having a new PDA Board member, **PDA Board members present approved Jennifer Nixon for Board**
- **Economic Development Committee member appointment:** Looking for volunteer to be interviewed by city for position on this Committee (Cleve Morris went through details)—**Kris Payne took an application**
- **Replacement for Bill Robinson on county-wide event committee:** Anyone interested contact Jody Franklin
- **Historical Tour:** Stan (from last month) has decided not to do the tour (via Kris Payne); Kris will check on finding some other group/person to do tour

Marketing & Events – Lisa Crummett – Flower Baskets on Main has collected about \$4500 (still accepting \$\$), have been planted and will go up on street on 5/12 between Sacramento St. and Bedford (28 baskets); Girl's Night Out has 45 participants; Car show on 5/20; Wagon Train is on June 9th (also Studebaker historical display at parking lot, wheelbarrows, 160th anniversary of PV Hardware) and need people to be in Beer booth for 2-hour shifts; Brewfest is 6/30 and need 30 hosts; Craft Faire & antique faire apps are out, working on Oktoberfest, Gold Country Artists Gallery will be celebrating 20 years on July 21; banners coming in soon and going up prior to Wagon Train; Theresa Corley asked that folks go to the PDA Facebook page and share the event so more customers become aware of all the events

Treasurer's Report – Lisa Crummett (for Sue Rees) reported \$46,800 in PDA account

Chamber Report – Jody Franklin: would like any info from businesses re potential stops/items for tours that EDC Chamber gives; went to Powwow show (tour show); Cowboys & Cornbread (7/21 at Rainbow Orchards) entertainment is staying at Cary House; hope to have movie guide by June 1; Norcal Guide is getting some traction

Open Forum – Kris Payne reported on the ADA Workshop & will report on this more at future meetings; Richard Wolf reported about the Unruh law; this needs to be agendized for a future PDA meeting; Kris Payne encouraged everyone to vote in June election; Shelly Wenzeler talked about not being able to park around the Herrick Building but can walk near it; there will be a photography display at Synapse starting on 5/8; Pampering Pickle voted star business of the year by EDC Chamber

Executive Board Meeting Date – 3rd Thursday of the month, 8:30AM, May 24, 2012 (Powell's)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting June 7, 2012, at Cary House

Placerville Downtown Association
Meeting Agenda for Thursday, June 7, 2012; 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.

Banners up, Wagon Train & Rib Cook-Off on 6/9, Brewfest on 6/30

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

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

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

Update on Herrick Building, Old City Hall, sidewalk cleaning (MORE?)

Chamber Report (8:15-8:20) – Jody Franklin

Approval of Minutes

Approval of Agenda

Information for Members (8:20-8:30)

- Banners are up
- Wagon Train & Rib Cook-Off on Saturday, June 9; Merchants: please dress up & decorate windows!
- Brewfest: Hosts are needed for June 30th Brewfest; please get your \$50 fee to Kelsey’s (first come, first served) to secure a brewery
- Courthouse info
- Designer coming to Kelsey’s Needle Krafts
- Gold Country Artists Gallery celebrating 20th Anniversary in July

Business (8:30-9:00)

- Historical Tour follow-up
- Economic Development Committee follow-up

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

- Banners
- Girl’s Night Out results
- Wagon Train update
- Brewfest
- Craft Faire
- Oktoberfest
- Add in Fabulous 50 magazine

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

Open Forum (9:30-10:00)

Next Executive Board Meeting Date: 8:30AM, June 21, 2012, Powell’s
Next PDA General Meeting Date: 8AM – 10AM, Cary House, July 5, 2012

| PDA Board of Directors 2012 | | | |
|------------------------------------|--------------|---|----------|
| (11-12) John Stark | 916-230-1145 | (12-13) Theresa Corley | 344-7451 |
| (11-12) Sheila Hill (President) | 626-1091 | (12-13) Bev Fraga | 626-3425 |
| (11-12) Jennifer Nixon | 647-6248 | (12-13) Tony Granados | 626-9161 |
| (11-12) Sara Rebolcaba | 919-7002 | (12-13) Mary Meader | 622-4510 |
| (11-12) Kris Payne | 626-6474 | (12-13) Sue Rees (Treasurer) | 622-6205 |
| (11-12) Bill Robinson (Secretary) | 306-3615 | (12-13) Annette Schoonover (Vice President) | 626-6369 |
| (11-12) Dennis Thomas | 622-3186 | (12-13) Jeff Thoma | 626-9700 |
| (11-12) Les Russell | 622-2979 | (12-13) Shelly Wenzeler | 622-0516 |
| Lisa Crummett, Marketing Director | 644-2276 | | |

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – June 7, 2012

Roll Call & Introductions – A quorum was present – 9/16 PDA Board members present: John Stark, Sheila Hill, Kris Payne, Bill Robinson, Les Russell, Theresa Corley, Tony Granados, Annette Schoonover, Shelly Winzeler; absent: Jennifer Nixon, Sara Rebolcaba, Dennis Thomas, Bev Fraga, Mary Meader, Sue Rees, Jeff Thoma

Approval of Minutes from 4/5/12 Meeting – Minutes approved as read

Approval of Agenda for 5/3/12 Meeting – agenda approved

Police Beat – Chief Nielsen – Went through all events coming up during June (including Hangtown Cranker Classic on 6/23); response time to priority calls is 5 minutes; there will be a city budget hearing on 6/12 and they will be losing 1 officer (will have 17 sworn officers and 12 SHIELDS)

City Report – Cleve Morris – Could do budget presentation on 7/5 meeting [Note: postponed until August PDA meeting]; Herrick Building: has gone through Historical Advisory Committee & Planning Commission, should be submitted to city in next week or two and should know by 7/5 meeting; Old City Hall: is under lease/option and has run into problems—may need to renegotiate contract due to structural issues; MORE & street cleaning: still talking with MORE and working on budget issues (Cleve will get dollar amount)

Chamber Report – Courtney Manhold: will have guest speaker, Tom McClintock at Chamber luncheon (at Redhawk); next mixer at MORE; need volunteers for State Fair (volunteers get free admission & free parking at fair)—contact Chamber of Commerce; Cowboys & Cornbread on 7/21 at Rainbow Orchards; soon, members will be able to change their listings on Chamber website; PDA would like more notice (if possible) about tours downtown; movie guide should be coming soon

Information for Members: Banners are up, PV Hardware 160th anniversary on 6/9, Wagon Train & Rib Cook Off on Saturday, June 9 (also historical video at Cary house from 12-5 on 6/9, Brewfest coming up on 6/30, new Courthouse info on City website, a designer is coming to Kelsey's Needle Krafts, Winterhill birthday coming up, Gold Country Artists Gallery is celebrating 20 years in business in July

Business

- Historical tour follow-up – will try one next month (July) and Don Welman will lead it and there are 6 docents who have shown interest; want to do tour every Saturday (hopefully) afterwards, will originate at Fountain Tallman, Hist Society will send out info about tours to PDA
- Economic Development Committee follow-up – Kris Payne applied and will be interviewing this afternoon & members will be appointed on 6/26; next neighborhood chat on 7/11 (6pm, Town Hall) will be used to help formulate a strategy

Marketing & Events – Lisa Crummett – Banners are up and brochures are in process; Wagon Train & Rib Cook-Off on 6/9; Girl's Night Out got 17 surveys back and Lisa went over some of the results; Brewfest on 6/30 & have 38 breweries at 32 hosts, 3 bands, several restaurants coming out to street; Craft Faire applications coming in; Oktoberfest: had sponsor forms at meeting (contact Lisa if you want one) and have sponsor for glasses & hope to have more food; apps for Antique Faire are slow to come in; put ad in Fabulous 50 magazine and should be out in July; will start sending out letter to wineries in July for Art & Wine Festival in October

Treasurer's Report – Lisa Crummett (for Sue Rees) reported \$40,059 in PDA account

Open Forum – Hannah from Redneck Bling attended and talked about her shop (open 10-6, closed Tuesdays) & located where old CandyStrike store was located; Theresa talking with other businesses open later and hope to get a postcard into restaurants to let patrons know what is open on Friday & Saturday night; Theresa talked about short video of Modaspia (clothing designer) done by Etsy that is on YouTube; someone mentioned that students from EDHS want to help downtown and could they help maybe with street cleaning (suggested to call Cleve Morris at City Hall about this)

Executive Board Meeting Date – 3rd Thursday of the month, 8:30AM, June 21, 2012 (Powell's)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting July 5, 2012, at Cary House

Placerville Downtown Association

Meeting Agenda for Thursday, July 7, 2012; 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.

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

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

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

Update on Herrick Building, Old City Hall, sidewalk cleaning (MORE?)

Chamber Report (8:15-8:20) – Jody Franklin

Approval of Minutes

Approval of Agenda

Information for Members (8:20-8:30)

- Gold Country Artists Gallery 20th anniversary celebration on Saturday, July 21, 11am-9pm
- Randolph’s Jewelers 160th anniversary in July
- EDC Chamber Cowboys & Cornbread on 7/21 at Rainbow Orchards 11am-7pm
- PDA won grant (\$3,333) from the Women’s Fund for Flower Baskets on Main Street
- Neighborhood chat at Town Hall on 7/11, 6pm-8pm; topic: Economic Development in Placerville
- Placerville Art Association having 46th Annual Mother Lode Art show at Shakespeare Club, 8/12-8/26

Business (8:30-9:00)

- Historical tour follow-up
- Economic Development Committee follow-up

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

- Wagon Train & Rib Cook-Off results
- Brewfest results
- Craft Faire on 8/12
- Hangtown Car Show on 8/23
- Kacie’s Ride for Hope on 9/8
- Oktoberfest on 9/22
- Antique Faire on 9/30
- Art & Wine Festival on 10/20

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

Open Forum (9:30-10:00)

Next Executive Board Meeting Date: 8:30AM, July 19, 2012, Powell’s
Next PDA General Meeting Date: 8AM – 10AM, Cary House, August 2, 2012

| PDA Board of Directors 2012 | | | |
|-----------------------------------|--------------|---|----------|
| (11-12) John Stark | 916-230-1145 | (12-13) Theresa Corley | 344-7451 |
| (11-12) Sheila Hill (President) | 626-1091 | (12-13) Bev Fraga | 626-3425 |
| (11-12) Jennifer Nixon | 647-6248 | (12-13) Tony Granados | 626-9161 |
| (11-12) Sara Rebolcaba | 919-7002 | (12-13) Mary Meader | 622-4510 |
| (11-12) Kris Payne | 626-6474 | (12-13) Sue Rees (Treasurer) | 622-6205 |
| (11-12) Bill Robinson (Secretary) | 306-3615 | (12-13) Annette Schoonover (Vice President) | 626-6369 |
| (11-12) Dennis Thomas | 622-3186 | (12-13) Jeff Thoma | 626-9700 |
| (11-12) Les Russell | 622-2979 | (12-13) Shelly Wenzeler | 622-0516 |
| Lisa Crummett, Marketing Director | 644-2276 | | |

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – July 5, 2012

Roll Call & Introductions – A quorum was present – 12/16 PDA Board members present: John Stark, Sheila Hill, Jennifer Nixon, Kris Payne, Bill Robinson, Dennis Thomas, Bev Fraga, Tony Granados, Mary Meader, Sue Rees, Annette Schoonover, Jeff Thoma; absent: Sara Rebolcaba, Les Russell, Theresa Corley, Shelly Winzeler

Approval of Minutes from 6/7/12 Meeting – Minutes approved as read

Approval of Agenda for 7/5/12 Meeting – agenda approved

Police Beat – Chief Nielsen – Talked about all events in June & all went well; issues in Benham Park that they are dealing with; more presence in Center Street garage; effort to make an encampment for homeless in the Broadway area (1700 Broadway area); re budget, got a federal grant that will enable police department to fund a police officer (won't need to eliminate a position); National Nite Out coming up on 8/7 with about 20 venues—kick off is at MORE on 8/7 at 5pm; graffiti had picked up earlier in the year, but police has observed that it seems to be subsiding now somewhat

City Report – No report

Chamber Report – No report

Information for Members: Gold Country Artists Gallery 20th anniversary celebration on Saturday, July 21, 11am-9pm, Randolph's Jewelers 160th anniversary in July, EDC Chamber Cowboys & Cornbread on 7/21 at Rainbow Orchards 11am-7pm, PDA won grant (\$3,333) from the Women's Fund for Flower Baskets on Main Street, Neighborhood chat at Town Hall on 7/11, 6pm-8pm; topic: Economic Development in Placerville, Placerville Art Association having 46th Annual Mother Lode Art show at Shakespeare Club, 8/12-8/26

Business

- Historical tour follow-up – Don Uelmen talked about upcoming historical tours downtown; first tour will be for docents to give feedback this coming Saturday (7/7/12); 34 sites pointed out & donations at Fountain Tallman of \$2 per person or \$5 per family; will run through September; would like merchants to promote
- Economic Development Committee follow-up – Kris Payne is PDA rep on this Committee; will be a neighborhood chat on 7/11, 6-8pm at Town Hall; Dennis Thomas spoke about the purpose of the Committee to help design Placerville's future

Marketing & Events – Lisa Crummett – Wagon Train & Rib Cook Off was very successful (15 RCO teams), possibly about \$1200 over projected profit, successful event; Brewfest sold out of tickets (1500 tickets), think about \$2000 more in profit than projected; Craft Faire coming in August (8/12), along with car show (8/23); then Kacies Ride for Hope in September; Oktoberfest planning is ongoing & will have bleachers & pint glasses are available for purchase now; Antique Faire is on 9/30; Art & Wine Festival on 10/20

Treasurer's Report – Sue Rees – currently has \$57,371; flower power has about \$8700 in account (plus the \$3333 from grant)

Open Forum – Sue Rees talked about missing girl, Linnea Lomax

Executive Board Meeting Date – 3rd Thursday of the month, 8:30AM, July 19, 2012 (Powell's)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting August 2, 2012, at Cary House

Placerville Downtown Association

Meeting Agenda for Thursday, August 2, 2012; 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.

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

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

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

Update on Herrick Building, Old City Hall, sidewalk cleaning (MORE?)

Chamber Report (8:15-8:20) – Courtney Jackson

Approval of Minutes

Approval of Agenda

Information for Members (8:20-8:30)

- **Need MANY VOLUNTEERS AT OKTOBERFEST** – Please help & sign up for a 3-hour shift; Call Lisa
- **Hosting fee for Art & Wine Festival** on 10/20 – \$50 to Kelsey's
- **Business changes:** businesses gone – Tony Matthews, Bella's Boutique, Wild Orchid Studio, Sweet Spot Sandwich Shop; new/returning businesses – Eureka Gems & Minerals, Prospector's Café, Memory Lane Candy
- **Historical Tour** every Saturday 11:30am-1pm starts at Fountain Tallman Museum

Business (8:30-9:00)

- City budget presentation
- Economic Development Committee report & report on Neighborhood Chat – Kris Payne
- Historical tour follow-up – Don Uelmen/Stam Morris
- PDA Board nominations coming up on October

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

- Brewfest report
- Craft Faire on 8/12
- Hangtown Car Show on 8/23
- Kacie's Ride for Hope on 9/8
- Oktoberfest on 9/22
- Antique Faire on 9/30
- Art & Wine Festival on 10/20

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

Open Forum (9:30-10:00)

Next Executive Board Meeting Date: 8:30AM, August 23, 2012, Powell's
Next PDA General Meeting Date: 8AM – 10AM, Cary House, September 6, 2012

| PDA Board of Directors 2012 | | | |
|-----------------------------------|--------------|---|----------|
| (11-12) John Stark | 916-230-1145 | (12-13) Theresa Corley | 344-7451 |
| (11-12) Sheila Hill (President) | 626-1091 | (12-13) Bev Fraga | 626-3425 |
| (11-12) Jennifer Nixon | 647-6248 | (12-13) Tony Granados | 626-9161 |
| (11-12) Sara Rebolcaba | 919-7002 | (12-13) Mary Meader | 622-4510 |
| (11-12) Kris Payne | 626-6474 | (12-13) Sue Rees (Treasurer) | 622-6205 |
| (11-12) Bill Robinson (Secretary) | 306-3615 | (12-13) Annette Schoonover (Vice President) | 626-6369 |
| (11-12) Dennis Thomas | 622-3186 | (12-13) Jeff Thoma | 626-9700 |
| (11-12) Les Russell | 622-2979 | (12-13) Shelly Wenzeler | 622-0516 |
| Lisa Crummett, Marketing Director | 644-2276 | | |

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – August 2, 2012

Roll Call & Introductions – A quorum was present – 10/16 PDA Board members present: John Stark, Sheila Hill, Jennifer Nixon, Bill Robinson, Les Russell, Tony Granados, Mary Meader, Annette Schoonover, Jeff Thoma, Shelly Winzeler; absent: Sara Rebolcaba, Kris Payne, Dennis Thomas, Theresa Corley, Bev Fraga, Sue Rees

Approval of Minutes from 7/5/12 Meeting – Minutes approved as read

Approval of Agenda for 8/2/12 Meeting – agenda approved

Police Beat – Chief Nielsen – Did sweep of upper Broadway area; there is a 90-day use permit for the homeless camp and will be eliminating homeless camps in the Placerville area; PPD is concentrating on Center Street garage, Benham Park and Ivy House lot; couple burglaries in lower Main St. area and have some leads; Tuesday 8/7 is National Night Out and think that this has helped reduce crime rate 45% over last 8 years—last year PV was #4 in the nation and best in CA; PPO Association Destruction Derby is 8/12 at Fairgrounds; Police dept is doing a school supplies fund drives through next week

City Report – Dave Warren – Herrick Bldg: awaiting plan check (in about 2 weeks); no report about Old City Hall; there is \$3K budgeted for sidewalks which means they can clean sidewalks once a year; city will provide training to anyone who wants to clean sidewalks; city has to outsource to clean the sidewalks

Chamber Report – Courtney Jackson – about 1000 people attended Cowboys & Cornbread; Sheila Hill won 2nd place in Chili cookoff; two familiarization (fam) tours coming up (10 journalists for 3 days & 2 nights in October); Holiday Highlights ad in VIA magazine by visitor's authority; leadership training class apps available

Information for Members: Need many volunteers for Oktoberfest; hosting fee for Art & Wine Festival is on 10/20 and need hosting fee of \$50 from those businesses that want to participate; business changes: Tony Matthews, Bella's Boutique, Wild Orchid Studio and Sweet Spot Sandwich Shop gone; new/returning businesses are Eureka Gems and Minerals, Prospector's Café, Memory Lane Candy and two businesses going into Creekside area; historical tours are going well (Stan Morris) and could use more docents (tours are on Saturday 11:30am-1pm starting at Fountain Tallman Museum)

Business

- City Budget presentation by Dave Warren (handout) – priorities are public safety, good drinking water, fire safety, code enforcement, parks & rec, economic development; sale tax is primary source of general funds; total revenues are \$6.5 M
- Economic Development committee report & report – Sheila gave report of meeting at Town Hall; next meeting is on 8/23, 7pm at Town Hall
- Historical tour follow-up (see Information for Members)
- PDA Board nominations coming up in October – bottom of agenda shows who has to be replaced or renominated (11-12 for this year's nominations)

Marketing & Events – Lisa Crummett – Brewfest was \$4K over projected; Craft Faire is on 8/12 (101 vendors, street closed 5am-6pm); car show is on 8/23; Kacie's Ride for Hope is on 9/8; Oktoberfest on 9/22 & need lots of volunteers, wiener dog races are signing up entries & will have bleachers—check out the PV Oktoberfest page for info; also there is a YouTube video about Oktoberfest; posters for Oktoberfest coming out soon; Antique Faire is on 9/30 (we are half-way to objective); A&W Festival: need merchants to sign up & pay \$50; there will be a holiday ad in VIA magazine (see Chamber Report); order form for Banners on Parade items is now available (deadline is 8/24); Around Here magazine is doing special Christmas campaign (Bill will send out flyer)

Treasurer's Report – Lisa Crummett – currently has \$74,620 (\$11K belongs to Flower Power)

Open Forum – Tony has some free stuff available; query about who might be interested in partnering with Historical Museum re tours; George Lowry was attending and he is running for City Council; Bill Robinson reported that the Gold Country Artists Gallery celebration was very successful

Executive Board Meeting Date – 4th Thursday of the month, 8:30AM, August 23, 2012 (Powell's)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting September 6, 2012, at Cary House

Placerville Downtown Association

Meeting Agenda for Thursday, September 6, 2012; 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.

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

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

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

Update on Herrick Building, Old City Hall, sidewalk cleaning

Chamber Report (8:15-8:20) – Courtney Jackson

Approval of Minutes

Approval of Agenda

Information for Members (8:20-8:30)

- Potential El Dorado Community Foundation & Women’s Fund banners on Main Street
- New businesses: Heracain Photography; Businesses gone: Siam Soul Imports
- Blue Crew Friday
- 20-minute parking zone signage change
- We encourage merchants to post hours on their doors/windows
- Welcome packets are available at Kelsey’s Needle Kraft—contact Sue Rees at Kelsey’s (knk@d-web.com) if you see a new business on Main Street that is open or opening
- Art & Wine Festival Hosts: if interested, get in touch with Lisa Crummett
- Need volunteers for Oktoberfest—contact Lisa Crummett; also Oktoberfest Committee looking for Merchants to sponsor prizes for Costume Contest (winners selected by merchants). Please contact Lisa for details at 644-2276 (see attached flyer)

Business (8:30-9:00)

- Theresa Corley has resigned, need replacement PDA Board member
- Historical tour – connect with merchants; flyers/discounts/etc?
- Economic Development Committee report – Kris Payne
- PDA Board nominations coming up on October

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

- Craft Faire & Hangtown Car Show reports
- Kacie’s Ride for Hope on 9/8
- Oktoberfest on 9/22
- Antique Faire on 9/30
- Art & Wine Festival on 10/20

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

Open Forum (9:30-10:00)

Next Executive Board Meeting Date: 8:30AM, September 20, 2012, Powell’s
Next PDA General Meeting Date: 8AM – 10AM, Cary House, October 4, 2012

| PDA Board of Directors 2012 | | | |
|-----------------------------------|--------------|---|----------|
| (11-12) John Stark | 916-230-1145 | (12-13) Theresa Corley | 344-7451 |
| (11-12) Sheila Hill (President) | 626-1091 | (12-13) Bev Fraga | 626-3425 |
| (11-12) Jennifer Nixon | 647-6248 | (12-13) Tony Granados | 626-9161 |
| (11-12) Sara Rebolcaba | 919-7002 | (12-13) Mary Meader | 622-4510 |
| (11-12) Kris Payne | 626-6474 | (12-13) Sue Rees (Treasurer) | 622-6205 |
| (11-12) Bill Robinson (Secretary) | 306-3615 | (12-13) Annette Schoonover (Vice President) | 626-6369 |
| (11-12) Dennis Thomas | 622-3186 | (12-13) Jeff Thoma | 626-9700 |
| (11-12) Les Russell | 622-2979 | (12-13) Shelly Wenzeler | 622-0516 |
| Lisa Crummett, Marketing Director | 644-2276 | | |

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – September 6, 2012

Roll Call & Introductions – A quorum was present – 12/16 PDA Board members present: John Stark, Sheila Hill, Jennifer Nixon, Kris Payne, Bill Robinson, Dennis Thomas, Les Russell, Tony Granados, Mary Meader, Sue Rees, Jeff Thoma, Shelly Winzeler; absent: Sara Rebolcaba, Bev Fraga, Annette Schoonover

Approval of Minutes from 8/2/12 Meeting – Minutes approved as read

Approval of Agenda for 9/6/12 Meeting – agenda approved

Police Beat – Chief Nielsen – National Night Out went great (crime rate down 45% over last 8 years since involvement in National Night Out; reported on school supply drive; gearing up for events; getting homeless folks into homeless area on Broadway (Hangtown Haven)—gotten 33 people out of other areas & it is limited to homeless in City of Placerville; working on Benham Park; focusing on Ivy House & garage;

City Report – Cleve Morris – Herrick Building update: plans submitted, changes requested & on 10/1 will have all plans submitted, 4-6 weeks to go through, start work Jan 1-Jan 15, owner's goal is to have outside done by about May 2013 for 160th anniversary; Old City Hall: awaiting info from folks & may need to renegotiate contract due to structural problems; sidewalk cleaning: first part of October (\$5K) then once a year from then on (Sacramento to Bedford) & comes out of parking fund

Chamber Report – Courtney Jackson – Gold Fever Familiarization Tour (FAM Tour) coming 10/14-10/16, 5-10 journalists, in Placerville on 10/15, historical museum will do tour; Social Media Business School classes starting at EDH Business Workspaces (once/month for next 9 months); lunch about changing workforce on 9/12 at RedHawk

Information for Members: Bill Roby (El Dorado Community Foundation) reported on potential for EDCF & Women's Fund banners on Main Street, City requested only that PDA create some guidelines (Bill Robinson, Tony Granados & Kris Payne on committee); new businesses: Heracain Photography, a sweet shop and Cleo's Studio in area near Lighthouse; Sue Rees reported on Blue Crew Friday—put blue banners on businesses, EDHS wants to give back to downtown; 20-minute signs (yellow zones) now have word "Commercial" in red for emphasis; people who lease spaces can park anywhere on 2nd floor of garage (per Cleve Morris) & exploring possibility of making 3rd floor of garage free parking on weekends; please post your hours for customers; welcome packets at Kelsey's Needle Krafts (and if you see a new business opening, please either contact Sue or come get a packet for them and packet is on the website); need Art & Wine Festival hosts (\$50); need volunteers for Oktoberfest (contact Lisa), also info from Lisa about Oktoberfest costume contest

Business

- Theresa Corley has resigned, need replacement: Bill Robinson nominated Sara Young, Mary Meader seconded, all board members present approved
- Historical Tour – Stan Morris – Stan gave private tour to couple from New Jersey; have issue getting tour guides (staffing) & historical museum will train; flyers coming
- Economic Development Committee report – Kris Payne – agenda is posted for monthly meeting, policy manual available online, reviewing dev plans of other cities
- PDA nominations coming up in October – contact current Board members if interested

Marketing & Events – Lisa Crummett – Craft Faire made \$1100 more than projected; Lion's Club car show about 60% full but Lion's Club pleased; September: Kacie's Ride for Hope on 9/8 (benefits "The Center"); Oktoberfest on 9/22—will be Weiner Dog races (have bleachers), 9 food vendors on street, children's games, Wine Smith is Platinum Sponsor, 4 video promos, server races, street closure times are noon to 10pm (event is 3-8pm); Antique Faire on 9/30; Art & Wine Festival on 10/20: tickets available now, banners auctioned off; Halloween's Trick or Treat on Main Street on 10/31, 4-6pm; holiday calendar coming soon

Treasurer's Report – Sue Rees: \$68,274

Open Forum – Bill Robinson reported on Banners on Parade items deadline, Mountain Democrat Reader's Choice deadline coming up; The Secret Garden is at Imagination Theater during September; Dennis Thomas reported on photo shoot at Robinson's Pharmacy; 2 City Council members & 2 commissioners went to SF on 9/5 to talk about courthouse as decision yes/no will be on Friday, 9/7; Sue Rees mentioned that Placerville is a vibrant, living downtown; Kris talked about statistics for the museum (lots from Europe—we are an international destination); EDCF open grant process starts on 9/17; Lisa reported on the Flower Baskets & heat really got to them, next year we need to get better inside coco matting next year

Executive Board Meeting Date – 4th Thursday of the month, 8:30AM, August 23, 2012 (Powell's)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting September 6, 2012, at Cary House

Placerville Downtown Association

Meeting Agenda for Thursday, October 4, 2012; 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.

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

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

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

Update on Herrick Building, Old City Hall, sidewalk cleaning

Chamber Report (8:15-8:20) – Courtney Jackson

Approval of Minutes

Approval of Agenda

Information for Members (8:20-8:30)

- Blue Crew Friday
- FAM tour on Main Street 10/15 for lunch and tour
- Art & Wine Festival tickets available at The Wine Smith, Kelsey’s Needle Krafts & River City Bank & online—please remind your customers!
- Trick or Treat on Main Street is 10/31, 4-6pm
- Christmas parade is on 12/2: Parks & Rec is managing applicants for parade, theme is “Let the Bells of Freedom Ring”; for info, call 642-5232
- Applications for Christmas Trees on Highway 50 are available from Chamber of Commerce (621-5885)
- Prospector’s Café making changes
- Stamp It Rich building has sold and new business there soon
- Annieberries has sold (new owner is Emily Klein); moving two doors east

Business (8:30-9:00)

- PDA Board nominations
- Street vending – Participation and permit enforcement at PDA events
- Historical tour – connect with merchants; flyers/discounts/etc?
- Economic Development Committee report – Kris Payne

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

- Kacie’s Ride for Hope, Oktoberfest & Antique Faire reports
- Art & Wine Festival on 10/20
- Trick or Treat on Main Street on 10/31
- Holiday calendar

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

Open Forum (9:30-10:00)

Next Executive Board Meeting Date: 8:30AM, October 18, 2012, Powell’s
Next PDA General Meeting Date: 8AM – 10AM, Cary House, November 1, 2012

| PDA Board of Directors 2012 | | | |
|------------------------------------|--------------|---|----------|
| (11-12) John Stark | 916-230-1145 | (12-13) Sara Young | 622-4900 |
| (11-12) Sheila Hill (President) | 626-1091 | (12-13) Bev Fraga | 626-3425 |
| (11-12) Jennifer Nixon | 647-6248 | (12-13) Tony Granados | 626-9161 |
| (11-12) Sara Rebolcaba | 919-7002 | (12-13) Mary Meader | 622-4510 |
| (11-12) Kris Payne | 626-6474 | (12-13) Sue Rees (Treasurer) | 622-6205 |
| (11-12) Bill Robinson (Secretary) | 306-3615 | (12-13) Annette Schoonover (Vice President) | 626-6369 |
| (11-12) Dennis Thomas | 622-3186 | (12-13) Jeff Thoma | 626-9700 |
| (11-12) Les Russell | 622-2979 | (12-13) Shelly Wenzeler | 622-0516 |
| Lisa Crummett, Marketing Director | 644-2276 | | |

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – October 4, 2012

Roll Call & Introductions – A quorum was present – 12/16 PDA Board members present: John Stark, Sheila Hill, Jennifer Nixon, Kris Payne, Bill Robinson, Dennis Thomas, Les Russell, Sara Young, Bev Fraga, Tony Granados, Sue Rees, Jeff Thoma; absent: Sara Rebolcaba, Mary Meader, Annette Schoonover, Shelly Winzeler

Approval of Minutes from 8/2/12 Meeting – Minutes approved as read

Approval of Agenda for 9/6/12 Meeting – agenda approved

Police Beat – Chief Nielsen – gearing up for Fall events; SHIELD program is adding people other than just retired (adding people 21 years & older); homeless people is the topic of the City Council's Neighborhood chat on 10/15; Center Street garage is of concern, along with Benham Park; seeing resurgence of heroin

City Report – Cleve Morris – City is reviewing plans for Herrick building; Old City Hall is still in holding pattern; sidewalk cleaning: has been a test in front of Hardware store—did 2 cleanings, one more intense than the other & Cleve wants feedback (estimate is \$6500), want to clean sidewalks sometime in November before holidays; will be a joint meeting between the historical advisory committee, City Council & planning commission re design guidelines downtown; historical advisory committee is looking into downtown as a historic district; economic development committee is meeting to set up a vision for the city

Chamber Report – Courtney Jackson – Social Media Business School is going on now; Constant Contact newsletter class for chamber members on 10/18; joint chamber mixer & non-profit showcase on 10/10; also chamber luncheon on 10/10 about keeping employees healthy; 7960 PDA brochures have been distributed; FAM tour is on 10/15 downtown PV; Cowboys & Indians mag has article that mentions some businesses on Main Street (latest issue); chamber is taking calls re the trees on Highway 50; parade apps will be done through the city this year

Information for Members: Blue Crew Fridays—fly flags downtown on Friday; FAM tour on Main Street 10/15; A&W Festival (10/20) tickets available in town & online; Trick or Treat on Main Street is 10/31, 4-6pm; Christmas Parade is 12/2 & City Parks & Rec is managing (Theme: "Let the Bells of Freedom Ring"); apps for Xmas trees on Highway 50 available through Chamber; Prospector's Café is making changes; Stamp It Rich building has sold & new business there soon; Annieberries has sold & moving two doors east

Business

- PDA Board nominations – **slate of nominees nominated** by Jeff Thoma is John Stark, Sheila Hill, Jennifer Nixon, Bill Robinson, Dennis Thomas, Hannah Darr, Jill Barnes and Claudia Lowe, seconded by Tony Granados & approved by all Board members present
- Street Vending – have several events on Main Street during the year where restaurants come out onto the street to sell food & then give percentage of sales to PDA—some restaurants do it and some do not; need to figure out how to enforce, and have an across the board guideline that works, lots of discussion & will be on next agenda
- Historical Tour – Stan Morris – Hangtown Tours finished first season and has been approved by Historical Society to be a continuing event; need to add info to PDA website
- Economic Development Committee report – Kris Payne – working on vision statement & gathering info from other locations, meeting is on 3rd Friday at noon at Town Hall

Marketing & Events – Lisa Crummett – Oktoberfest brought lots of people to Main Street (~3000-4000 people) & PDA made about \$6200, Antique Street Faire made over \$2000; need to discuss Kacie's Ride for Hope in the future as they sell food themselves; A&W Festival on 10/20 will have 33 wineries, tickets available at The Wine Smith, Kelsey's & River City Bank & online; Holidays – will have gift baskets again & gift certificates, calendar will be out late October

Treasurer's Report – Sue Rees – \$69,783; Sue went through job of Treasurer

Open Forum – John Stark mentioned that Pat Walsh will be in town on 10/26 for live broadcast of football game and will be coming downtown afterwards (from radio station); John having a Halloween party at his shop (Old Town Cigar) & donating profits to PDA; Jill Barnes mentioned that PDA email re ADA email was confusing; Ernest Kilmin (barber) introduced himself; Trisha Wilkins (running for City Council) introduced herself; Lisa mentioned that Khits is running ads for A&W Festival and that Banners from Banners on Parade will be auctioned off during A&W festival.

Executive Board Meeting Date – 4th Thursday of the month, 8:30AM, October 18, 2012 (Powell's)

PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting November 1, 2012, at Cary House

Placerville Downtown Association

Meeting Agenda for Thursday, November 1, 2012; 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.

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

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

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

Update on Herrick Building, Old City Hall, sidewalk cleaning

Chamber Report (8:15-8:20) – Courtney Jackson

Approval of Minutes

Approval of Agenda

Information for Members (8:20-8:30)

- 12 Days of Christmas campaign: to be included in the ad, participants need to get their fee and form to Kelsey's by November 2nd; if questions, call Lisa
- Guidelines & application form for banners done (non-profit organizations)
- Holiday calendar is out and available on website; small copies will be distributed in early November
- Please read attached BOE letter (regarding visits to businesses from BOE reps)

Business (8:30-9:00)

- Kacie's Ride 2013 – Pat Barron
- Discussion of barricade placement at events
- Discussion of Third Saturday stagecoach rides (1-4pm)
- Nominations of PDA Board officers for 2013
- Survey results

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

- Art & Wine Festival & Trick or Treat on Main Street report
- Holiday events – Festival of Lights, Merchant's Open House, etc.

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

Open Forum (9:30-10:00)

Next Executive Board Meeting Date: 8:30AM, November 15, 2012, Powell's
Next PDA General Meeting Date: 8AM – 10AM, Cary House, December 6, 2012

| PDA Board of Directors 2012 | | | |
|-----------------------------------|--------------|---|----------|
| (11-12) John Stark | 916-230-1145 | (12-13) Sara Young | 622-4900 |
| (11-12) Sheila Hill (President) | 626-1091 | (12-13) Bev Fraga | 626-3425 |
| (11-12) Jennifer Nixon | 647-6248 | (12-13) Tony Granados | 626-9161 |
| (11-12) Sara Rebolcaba | 919-7002 | (12-13) Mary Meader | 622-4510 |
| (11-12) Kris Payne | 626-6474 | (12-13) Sue Rees (Treasurer) | 622-6205 |
| (11-12) Bill Robinson (Secretary) | 306-3615 | (12-13) Annette Schoonover (Vice President) | 626-6369 |
| (11-12) Dennis Thomas | 622-3186 | (12-13) Jeff Thoma | 626-9700 |
| (11-12) Les Russell | 622-2979 | (12-13) Shelly Wenzeler | 622-0516 |
| Lisa Crummett, Marketing Director | 644-2276 | | |

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – November 1, 2012

Roll Call & Introductions – A quorum was present – 12/16 PDA Board members present: John Stark, Sheila Hill, Jennifer Nixon, Kris Payne, Bill Robinson, Dennis Thomas, Sara Young, Bev Fraga, Tony Granados, Sue Rees, Annette Schoonover, Mary Meader; absent: Sara Rebolcaba, Shelly Winzeler, Les Russell, Jeff Thoma

Approval of Minutes from 10/4/12 Meeting – Minutes approved as read

Approval of Agenda for 11/1/12 Meeting – agenda approved with addition of Blue Crew item (if folks show up)

Police Beat – Officer Kunkle – Police Department has no issues with stagecoach rides; question re 2nd floor of garage and request for more enforcement

City Report – Cleve Morris – Herrick Building still in planning stage (city has all plans) and any work won't be started until after new year; Old City Hall still has issues and city working on that with new potential owners; sidewalk cleaning will be scheduled soon; water line break in front of Kelsey's being fixed; there was a joint meeting between City Council, Planning Commission and Historical Advisory Committee re design/development guidelines for working on buildings downtown and trying to make them more user-friendly; Mark Acuna (Mayor) leaving after City Council meeting in December and new City Council members will be sworn in at meeting in December (new Mayor picked from City Council members in January); Police department will now take signs down after events

Chamber Report – Courtney Jackson – several workshops coming up: Constant Contact, Social Media photography, business development; Epicurean event in Placerville coming in January

Information for Members: 12 Days of Christmas campaign deadline for participation commitment is 11/2; the guidelines & application form for banners is done (for non-profit organization); holiday calendar is out and available on website (small copies in early November); BOE letter attached to agenda

Business

- Kacie's Ride 2013 – Pat Barron: talked about donations this year to The Center (\$19.5K); comments: would like something to drive people into businesses, ideas: Treasure Hunt, a sheet for each rider re businesses, broadcast which stores are open, more sponsors from downtown, comment re coffee from shops downtown, OK'd for 9/14/2013
- Discussion of barricade placement – businesses near Sacramento Street feel left out; possibility of using only having one-half of street open from Sacramento Street to Center Street (probably not realistic re legally); member from that area stated that it is a matter of exclusion and not inclusion and he feels it is wrong; formed a committee of Scot Telfer, Kris Payne, Jennifer Nixon, Dan Anderson, Claudia Lowe & Dennis Thomas to come up with ways to make it more inclusive
- Discussion of Third Saturday stagecoach rides (1-4pm) – Lisa said had feedback from a merchant that it impacts his business (that person not present); does impact Robinson's Pharmacy re parking; potential fix is to remove barricades on Stagecoach Alley and not race down that street; tabled this item to next month
- Nominations of PDA Board officers for 2013 – All people nominated for Board positions won seats; for Exec Board officers, nomination were Sheila Hill for President (nominated by Bill Robinson), Jennifer Nixon for VP (nominated by Sheila Hill), Mary Meader for Treasurer (nominated by Sue Rees), and Bill Robinson for Secretary (nominated by Sheila Hill, all nominations seconded by Tony Granados and all approved by current attending Board members
- Survey results – Lisa Crummett: Lisa went over the survey results (24 returned) & had handout of results, suggestion to make survey response anonymous

Marketing & Events – Lisa Crummett – Art & Wine Festival: short of goal of sales of 600 tickets (522 sold), Banners on Parade: 34/38 sold; Trick or Treat on Main Street had 3-4K people and it was great (not really a city event and not really a PDA event); Holiday Events coming up: Festival of Lights and Merchant's Open House, stagecoach rides, visits with Santa

Treasurer's Report – Sue Rees – \$76,103.60

Open Forum – Sara Young: Music in the Courtyard is over and a thank you from Sara; new business: "It's Personal" – beer bar, wine bar, personalized wine labels & does custom labels; Kris Payne talked about a Fountain Tallman bottle at the museum; Sue Rees mentioned the five businesses on Main Street that are over 100 years old; Bill Robinson talked about Small Wonders coming up at Gold Country Artists Gallery; suggestion to rearrange room for meetings

Executive Board Meeting Date – 4th Thursday of the month, 8:30AM, November 15, 2012 (Powell's)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting December 6, 2012, at Cary House

Placerville Downtown Association

Meeting Agenda for Thursday, December 6, 2012; 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.

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

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

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

Update on Herrick Building, Old City Hall, sidewalk cleaning

Chamber Report (8:15-8:20) – Courtney Jackson

Approval of Minutes

Approval of Agenda

Information for Members (8:20-8:30)

- Visits with Santa – 12/8 & 12/15, 1pm-4pm at CandyStrike Emporium
- Stagecoach rides – Saturdays & Sundays in December, 12pm-4pm, weather permitting
- New City Council – Trish Wilkins, Carol Patton, Carl Hagen, Patty Borelli & Wendy Mattson

Business (8:30-9:00)

- Blue Crew report
- Barricade committee report – who is chairperson?
- Discussion of stagecoach rides
- 2013 events – vote on events
- 2013 committee signups
- 2013 fee schedule for events
- Need PDA representative for EDC Chamber of Commerce meetings

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

- Report on Holiday events

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

Open Forum (9:30-10:00)

Next Executive Board Meeting Date: 8:30AM, December 20, 2012, Powell's
Next PDA General Meeting Date: 8AM – 10AM, Cary House, January 3, 2013

| PDA Board of Directors 2012 | | | |
|------------------------------------|--------------|---|----------|
| (11-12) John Stark | 916-230-1145 | (12-13) Sara Young | 622-4900 |
| (11-12) Sheila Hill (President) | 626-1091 | (12-13) Bev Fraga | 626-3425 |
| (11-12) Jennifer Nixon | 647-6248 | (12-13) Tony Granados | 626-9161 |
| (11-12) Sara Rebolcaba | 919-7002 | (12-13) Mary Meader | 622-4510 |
| (11-12) Kris Payne | 626-6474 | (12-13) Sue Rees (Treasurer) | 622-6205 |
| (11-12) Bill Robinson (Secretary) | 306-3615 | (12-13) Annette Schoonover (Vice President) | 626-6369 |
| (11-12) Dennis Thomas | 622-3186 | (12-13) Jeff Thoma | 626-9700 |
| (11-12) Les Russell | 622-2979 | (12-13) Shelly Wenzeler | 622-0516 |
| Lisa Crummett, Marketing Director | 644-2276 | | |

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – December 6, 2012

Roll Call & Introductions – A quorum was present – 11/16 PDA Board members present: John Stark, Jennifer Nixon, Kris Payne, Bill Robinson, Sara Young, Les Russell, Mary Meader, Sue Rees, Annette Schoonover, Jeff Thoma, Shelly Winzeler; absent: Sheila Hill, Sara Rebolcaba, Dennis Thomas, Bev Fraga, Tony Granados

Police Beat – Officer Mike Scott – Festival of Lights was largest crowd ever & great event; Center Street garage is still an issue that PD is focusing on; Xmas Parade was cancelled due to lots of factors having to do with weather

City Report – Cleve Morris – PDA thanked City for getting sidewalks cleaned; since Parade was cancelled, Toys for Tots will be out at Bell Tower to collect toys that would have come during parade; Herrick Building still going through plans and any work will start in January; old City Hall status is the same at this time; new City Council members will be sworn in at 12/11/12 City Council meeting.

Chamber Report – no report

Approval of Minutes from 10/4/12 Meeting – Minutes approved as read

Approval of Agenda for 11/1/12 Meeting – additional item about Economic Development Committee added to Business section

Information for Members: Visits with Santa are on 12/8 & 12/15, 1-4pm at CandyStrike Emporium; stagecoach rides will be on Saturdays and Sundays in December up to Christmas, 12-4pm, weather permitting; new City Council will be Trish Wilkins, Carol Patton, Carl Hagen, Patti Borelli and Wendy Mattson; Fabulous 50 Magazine is out and available at Cary House & Chamber

Business

- Special presentation to Lisa for Christmas
- Economic Development Committee – Kris Payne: Kris read the new vision statement for the Committee: “Placerville is the place for economic vitality and vibrant lifestyle that respects its historical identity”; also talking about what makes Placerville special and will have mission statement at the next meeting
- Barricade committee report – Kris Payne: Kris went around and talked to folks involved in this (informally) and there will be more on this after the holidays
- Discussion of stagecoach rides – Lisa Crummett met with Davey Wisner, Sheila Hill & Chief Nielsen and decided that they want to keep the alley closed when stagecoach rides are happening for safety reasons; also, Davey is making signs and slowing down on Stagecoach Alley
- 2013 events – Lisa Crummett: Lisa handed out sheet showing 2013 Proposed PDA Events to everyone present showing the PDA events and co-sponsored and/or non-PDA events; Kris Payne made a motion to accept all the events and dates as listed, 2nd by Les Russell, lots of discussion and motion approved; Shelly Winzeler made a motion to create a committee to go over all events & times, Kris Payne 2nd, lots of discussion; Shelly Winzeler amended her motion to have the PDA Board (new and old) go over events, 2nd Kris Payne, motion approved by all PDA Board members present; Lisa also passed around committee signup sheets
- 2013 fee schedule for events – went over handout showing proposed 2013 fee schedule for Main Street merchant event participation; more about fee schedule will be on next month’s agenda
- Need PDA representative for EDC Chamber of Commerce meetings – Sue Rees has been PDA rep at Chamber meetings and we need a new one; Shelly Winzeler volunteered to be the rep for PDA at the Chamber meetings in 2013

Marketing & Events – Lisa Crummett – reported on the holiday events (visits with Santa, stagecoach rides, Festival of Lights, Twelve Days of Christmas)

Treasurer’s Report – Sue Rees – \$67,231.38 in the bank at the end of November; through November 2012, total income for PDA was \$132,322.07, total expenses for same period was \$124,021.77, so net income is \$8,300.30 (note that PDA gets about \$11,000 from City every year from Business License fees (about 8% of total income); suggestion to put P&L on website

Open Forum – Annette Schoonover: suggested that during events, if a merchant is not participating by paying the event fee (if required), then they should not be open; John Zachry talked about his promotion to his employees was to give them money to only spend downtown; Sam Muscarello is now back as Branch Manager for US Bank and offered to solicit businesses around Main Street (the perimeter) to help support Main Street financially; Heidi & Ben spoke about their new business opening at previous Stamp It Rich building soon; Sue Rees will be officiating at It’s Personal on December 14, 5pm—Bill will send out email

Executive Board Meeting Date – 3rd Thursday of the month, 8:30AM, December 20 (Powell’s)
PDA General Meeting Dates – 1st Thursday of the Month, 8AM; next meeting January 3, 2013, at Cary House