

# **PLACERVILLE DOWNTOWN ASSOCIATION**

## **Meeting Agenda for Thursday, January 3, 2013; 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

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

### **Approval of Minutes**

### **Approval of Agenda**

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

- Note from Lisa Crummett: “Thank you very much to all the merchants for their generous gift & support. Main Street is a great place to work!”
- Pampering Pickle has closed their store on Main Street; however, it’s online business is still operating ([www.pamperingpickle.com](http://www.pamperingpickle.com))
- Sales tax has gone up to 8% on Main Street as of January 1, 2013
- County has won the right to hold the Gold Panning World Championship in El Dorado County in 2016

### **Business** (8:30-9:00)

- City has requested PDA write an endorsement letter for their City application to become a designated *Preserve America Community*
- PDA invites and encourages ideas from merchant PDA members on Main Street
- 2013 event review meeting is on Wednesday, 1/9/2013, 6pm at The Cary House
- 2013 committee signups (for those that missed last month’s meeting)

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

- Report on Holiday events – Lisa Crummett
- Sponsorship brainstorming – form committee to target key businesses – Sam Muscarello

### **Treasurer’s Report** (9:15-9:20) – Mary Meader

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

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**Next Executive Board Meeting Date:** 8:30AM, January 24, 2013, Powell’s  
**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, February 7, 2013

(12-13) Bev Fraga	beviar@sbcglobal.net	626-3425	(13-14) Jill Barnes	jbarnes@cuppacoffeeandmore.com	626-9600
(12-13) Tony Granados	tonymatt6212@gmail.com	626-9161	(13-14) Hannah Darr	hannahmaydarr@yahoo.com	558-0722
(12-13) Mary Meader (Treas)	mary@pvillenews.com	622-4510	(13-14) Sheila Hill (Pres)	shill2276@yahoo.com	626-1091
(12-13) Sue Rees	sue459main@att.net	622-6205	(13-14) Claudia Lowe	iep504@yahoo.com	(916) 601-8202
(12-13) Annette Schoonover	annette3@pacbell.net	626-6369	(13-14) Jennifer Nixon (VP)	jennifer.nixon@hotmail.com	647-6248
(12-13) Jeff Thoma	heyday@sbcglobal.net	626-9700	(13-14) Bill Robinson (Sec)	whrstudios@gmail.com	306-3615
(12-13) Shelly Winzeler	shellywinz@yahoo.com	622-0516	(13-14) John Stark	oldtowncigarco@yahoo.com	626-7742
(12-13) Sara Young	sarajeany@sbcglobal.net	622-4900	(13-14) Dennis Thomas	dennis@robinsonpharmacy.com	622-3186

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – January 3, 2013

**Roll Call & Introductions** – A quorum was present – 12/16 PDA Board members present: Bev Fraga, Tony Granados, Mary Meader, Sue Rees, Annette Schoonover, Shelly Winzeler, Sara Young, Hannah Darr, Sheila Hill, Jennifer Nixon, Bill Robinson, Dennis Thomas; absent: Jeff Thoma, Jill Barnes, Claudia Lowe, John Stark

**Police Beat** – Sgt. Kunkle – incidents in garage are down; all issues down during colder weather; spoke of “whistler” issue in the garage; PDA member expressed appreciation to Police Dept for focus on garage issues; if problems, call Police non-emergency phone number of 642-5210;

**City Report** – Cleve Morris – Plans are almost there and hope to be ready to go in the next week or two; first city council meeting of the year on 1/8 with two new city council members and will be appointing a new mayor; 1/29, 6pm, there will be another neighborhood chat at Town Hall (will talk about proposed annexations to city)

**Chamber Report** – Courtney Jackson – Emerging Professional’s meeting coming up; monthly business luncheon, subject is the Health Care Act; next Social Media Business School class about check-ins (Yelp, Four Square, etc.) on 1/10 [actually held on 1/17 due to instructor illness on 1/10]; monthly mixer at Crystal Basin Bistro in Camino on 1/22, 5:30 pm; Hangtown Holdem coming up on 1/26; El Dorado Epicurean coming up on 1/27; all events listed on chamber website at [www.eldoradocounty.org](http://www.eldoradocounty.org).

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

**Approval of Agenda for 11/1/12 Meeting** – additions of Vijay from Cary House re change in management of Cary House, Wendy Mattson from City Council re proposed activity for Placerville, and Kris Payne about Economic Development Committee

**Information for Members:** Vijay Singh: Chester, manager of the Cary House is moving on and new manager Benjamin Jost is currently managing hotel; Wendy Mattson: spoke about idea she and Dennis Thomas saw done in Saratoga, CA, and would like to do in Placerville on Main Street—Love Notes to Our Community; from now until 2/1/14, there will be heart cards in participating businesses downtown to write notes of appreciation for different things, then filled in hearts will be displayed in windows downtown; sponsored by Dennis Thomas (Robinson’s Pharmacy), Wendy Mattson and the Printing Press and no cost to downtown merchants, favorable response from attending PDA members, so cards & flyers will be available at Robinson’s Pharmacy for downtown merchants who would like to participate (also, GCA is having, coincidentally, ‘Love is in the Air’ art show in February; Kris Payne spoke about Economic Development Committee’ Mission Statement: *The Placerville Economic Development Advisory Committee exists to promote business development that will create employment, expand the non-residential tax base and provide services required to maintain and grow the quality of life for the people of Placerville in an atmosphere of intelligent growth and preservation of the unique character of the community*, economic development strategy is ongoing; note of thanks from Lisa Crummett; Pampering Pickle has closed their physical location; sales tax has gone up to 8%; County will be hosting Gold Panning World Championship in 2016

### **Business**

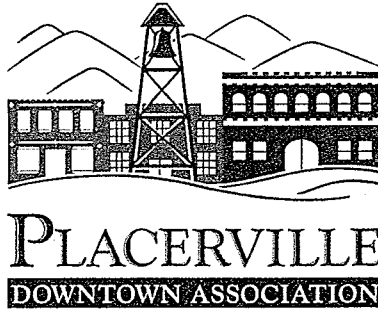
- Andrew Painter – City has requested that PDA write an endorsement letter for their City application to become a designated Preserve America Committee, have already received letters from Pony Express Assn, Chamber, PV Drive Bus Assn, etc., Joanna Rogers made short presentation, **Tony Granados made motion that PDA write letter, Sue Rees seconded and all PDA Board members present approved**
- PDA invites and encourages ideas from merchant PDA members on Main Street—this statement will be made at every PDA meeting
- 2013 event review meeting is on Wednesday, 1/9/2013, 6pm at Cary House
- There will be a street closure meeting during the 3<sup>rd</sup> week of January
- 2013 committee signups (for those that missed last month’s meeting)

**Marketing & Events** – Sam Muscarello – Sam spoke of forming a fundraising committee to target key businesses around downtown (ex: Marshall Hospital) to sponsor the Art & Wine Festival; Lisa Crummet: gotten lots of good feedback about 12 Days of Christmas campaign (40 merchants @ \$2300), spent about \$6200 for holidays; stagecoach rides were popular; requested people sign up for committees if they have not, brochure being updated, question re lights on buildings (Kris Payne) about approaching property owners to make sure lights on their own buildings work properly; got appreciation plaque from MORE

**Treasurer’s Report** – Mary Meader – \$72,126.47

**Open Forum** – Sara Young – City gave appreciation plaque to Sara for her Music in the Courtyard; Kris Payne – PG&E gave \$1K to Fountain Tallman Museum; Sue Rees – Kelsey’s has workshop on 2/9 & 2/10 and is sold out

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the month, 8:30AM, January 24 (Powell’s)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting February 7, 2013, at Cary House



P.O. Box 2156 \* Placerville, CA 95667 \* (530) 672-3436  
[www.placerville-downtown.org](http://www.placerville-downtown.org)

## Special PDA Meeting January 9, 2013

Introductions

Why are we here?

- Focus on 2013 PDA Calendar of Events
- Review current events to determine viability
- Brainstorm new event ideas, Time permitting.

Distribute proposed calendar.

Distribute 3 years of financials.

Event by Event, discuss viability.

- Lisa review P/L.
- 3 minute board member discussion.
- 3 minute member input.
- 2 minute board review.
- Board vote on viability.

Brainstorming for New Events - Time Permitting

# PLACERVILLE DOWNTOWN ASSOCIATION SPECIAL MEETING ABOUT 2013 EVENTS

## Meeting Minutes – January 9, 2013, 6pm

**Roll Call & Introductions** – A quorum was present – 11/16 PDA Board members present: Bev Fraga, Mary Meader, Sue Rees, Annette Schoonover, Shelly Winzeler, Sara Young, Hannah Darr, Sheila Hill, Claudia Lowe, Jennifer Nixon, Bill Robinson; absent: Tony Granados, Jeff Thoma, Jill Barnes, John Stark, Dennis Thomas; plus ~10 PDA non-Board members

### Overview

The agenda was passed out that included list of proposed PDA events on the back. Sue Rees acted as facilitator. Focus was on 2013 PDA calendar of events with the main idea to review the current events to determine viability and brainstorm new event ideas (time permitting). Also included and distributed were previous 3 years of financials for each event. We discussed and voted on each event with a 3-minute Board member discussion, 3 minute other PDA member discussion/input, 2 minute board review, then a board vote. Events were chosen at random and focused mainly on PDA Events and very little on co-sponsored events and/or Non-PDA Events.

**Specific Process** – After the name of the event was drawn at random, Lisa Crummett went through the previous 3 years financials of the event and any other pertinent information about the event.

<b>2013 Proposed Event</b>	<b>Discussion</b>	<b>Vote</b>
<b>Wagon Train &amp; Rib Cook-off</b>	Profitable event each year, brings lot of people downtown, continuity, celebrates history, opportunity to expand, suggestion to fold Founder's Day in, associated people like to show off related items; motion made to keep event made by Annette Schoonover, 2 <sup>nd</sup> by Sara Young	Y
<b>Flower Power/ Rhythm &amp; Blooms</b>	Has own separate checking account and is sort of separate from PDA, got grant last year from Women's Fund, spends what we know we have, has separate fundraising	No Vote
<b>Hangtown Car Shows</b>	Profitable for PDA, Lion's Club sponsors and gives 25% to PDA, brings a lot of people downtown, no committee needed, no cost to merchants, not much needed from PDA for this	No Vote
<b>Music in the Courtyard</b>	Co-sponsored by PDA (\$500), very popular, brings lots of people downtown, "one of the best things that ever happened in Placerville", Foundation allows usage of their upstairs outside area; Mary Meader made motion to co-sponsor event, 2 <sup>nd</sup> by Jennifer Nixon	Y
<b>Art on Parade (Banners on Parade)</b>	Separate organization, 9 <sup>th</sup> year, almost self-supporting, PDA co-sponsors at \$250, would like to see it create more revenue, should it be a separate event, would like to see it be more revenue-producing, there is value in the locations of the banners so EDCF wants to be able to rent the space, it is an important 'art' element to the A&W festival; Sheila Hill made motion to co-sponsor this event, 2 <sup>nd</sup> by Annette Schoonover	Y
<b>Davey Wiser Overland Express</b>	Co-sponsored by PDA at \$1K/year, Davey Wiser covers the rest out of his pocket, sets Placerville apart from other places, fantastic event, gives lots of smiles to people, some businesses suffer along the alley, brings lots of people downtown, Davey is an endless promoter for Placerville, could the \$1K be bumped over to advertising \$\$ for PDA; Sara Young made motion to continue co-sponsoring event, 2 <sup>nd</sup> by Annette Schoonover	Y
<b>Art &amp; Wine Festival</b>	Profitable event each year, people buy stuff downtown that night, do we want to remove 'art' portion of it, maybe make it just 'wine fest', incorporate more art in stores & on street, it's at night so need lights, change the date?, opportunity to showcase the galleries that night, dark & shops all lit, good 'appetizer' for holiday shopping, if moved to spring might compete with Passport weekend; Sheila Hill made motion to keep this event, 2 <sup>nd</sup> by Mary Meader	Y
<b>Girl's Night Out</b>	Not a big money-maker (made a little in 2010 & 2011 but lost a little in 2012), need to punch it up, has become generational, needs new ideas, is Friday or Saturday night better, male dancers, male bartenders, special deal with movie theater for guys, marketing is critical; Sheila Hill made motion to keep this event, 2 <sup>nd</sup> by Shelly Winzeler	Y
<b>Antique Street Faire</b>	Profitable event each year, one of oldest events downtown, benefits all antique-related businesses downtown, coffee shops and restaurants downtown, lots of people come downtown, make it more historical (have people dress up), it's branded, hanging on where other antique events in other places are not or getting smaller, street looks barren & need to fill out street more, add family activities, use fruit & vegetable vendors to fill in spots; Bev Fraga made motion to keep the Antique Faire, 2 <sup>nd</sup> by Annette Schoonover	Y
<b>Festival of Lights/Holiday Merchants Open House</b>	Not profitable, holidays are not going to be cancelled, combine Festival of Lights & parade, look for ways to lessen loss, can City help with budget, can we get a grant for the event, attending members decided not to vote but to make recommendations	No Vote
<b>Craft Faire</b>	Profitable event every year, well-oiled machine, always hot during the event, need to establish fee schedule for PDA members and outside vendors, could time of year for event be changed (survey says... No); Sheila Hill made motion to keep the event, 2 <sup>nd</sup> by Bev Fraga	Y
<b>Bell Tower Brewfest</b>	Most profitable of events every year, tickets sell well, Sheila Hill moved to keep Brewfest, 2 <sup>nd</sup> by Bev Fraga	Y
<b>Oktoberfest</b>	Profitable each year, no scrip in 2013, charge outside vendors more, have breweries compete with each other on price, some businesses don't sell much but gets lots of people downtown; Jennifer Nixon made motion to keep event, 2 <sup>nd</sup> by Hannah Darr	Y
<b>New Events</b>	Art Fair, Battle of the Bands, Gold Rush Days, Love Notes to Our Community, Wiener Dog Races, New Year's Eve Event, St. Patrick's Day, Mardi Gras, Mayday, 4 <sup>th</sup> of July, Soldiers support, Italian Festival	No Vote

# **PLACERVILLE DOWNTOWN ASSOCIATION**

## **Meeting Agenda for Thursday, February 7, 2013; 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

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

### **Approval of Minutes**

### **Approval of Agenda**

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

- New businesses: Prestige House of Beaute at 437 Main; The Painted Owl at 376 Main; Jim Powers Photography at 360 Main
- *Love Notes to Our Community* notes in windows
- Barricades committee meeting on 2/20, 6:15pm at *It's Personal*
- Featured merchants on PDA website: February, It's Personal & Feather Brains; March, Heracain Photography & Lofty Lou's; April, Annieberries & one more; May and beyond is open; contact Bill if interested in being a Featured Merchant in May and beyond
- January 9 meeting results are in Minutes
- PDA submitted letter of support for City's Preserve America Communities application
- City Council meeting dates are always listed at the bottom of the PDA agenda

### **Business** (8:30-9:00)

- Motherlode Century Bike Ride information – Rob Swain
- PDA budget for 2013
- Economic Development Committee report – Kris Payne
- PDA invites and encourages ideas from merchant PDA members on Main Street

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

- Revised brochure; PDA website updated
- PDA events list
- Girl's Night Out

### **Treasurer's Report** (9:15-9:20) – Mary Meader

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

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**Next Executive Board Meeting Date:** 8:30AM, February 21, 2013, Powell's

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, March 7, 2013

(12-13) Bev Fraga	bevlar@sbcglobal.net	626-3425	(13-14) Jill Barnes	jbarnes@cuppacoffeeandmore.com	626-9600
(12-13) Tony Granados	tonymatt6212@gmail.com	626-9161	(13-14) Hannah Darr	hannahmaydarr@yahoo.com	558-0722
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# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – February 7, 2013

**Roll Call & Introductions** – A quorum was present – 10/16 PDA Board members present: Tony Granados, Mary Meader, Sue Rees, Annette Schoonover, Jeff Thoma, Sara Young, Hannah Darr, Jennifer Nixon, Bill Robinson, Dennis Thomas; absent: Bev Fraga, Shelly Winzeler, Jill Barnes, Claudia Lowe, Sheila Hill, John Stark

**Police Beat** – Mike Scott – Homeless camp above the dollar tree is gone; talked about graffiti behind Cary House; patrols still going on in Center Street garage

**City Report** – Cleve Morris – Has been a little slip in the engineering work on Herrick building, but hope to start on outside of building within a month; city council meetings now at 6pm

**Chamber Report** – Jody Franklin – Epicurean event went well; business showcase will be on March 15 at the Fairgrounds and will be debuting the film guide; merchants need to know where the Chamber is (542 Main Street across from the DA's office)

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

**Approval of Agenda for 11/1/12 Meeting** – move Kris Payne to top of Business section; agenda approved

**Information for Members**: New businesses on Main Street are Prestige House of Beaute at 437 Main, The Painted Owl at 376 Main, Jim Powers Photography at 360 Main, Ambiance above Thomas Kinkadee Gallery, and Bowtie Barber shop next to Main Street Music; Love Notes to Our Community notes are in windows; barricades committee meeting on 2/20, 6:15pm at It's Personal; information about Featured Merchants (February filled, March filled, April need one more); January 9 meeting minutes are contained in the meeting minutes for the January meeting; PDA submitted letter of support for City's Preserve America Communities application; City Council meeting dates are always listed at the bottom of the PDA agenda (will add time)

### **Business**

- Economic Development Committee report – Kris Payne: went through goals of committee, the way they are set up, goal 1-Jobs, Goal 2-Tourism, Goal 3-Identity, Goal 4-New Opportunities, Goal 5-Reform Regulations if necessary; meetings are the 3<sup>rd</sup> Friday at noon (next one is 2/15); strategy and responsibility follow the goals
- Motherlode Century Bike Ride information – Rob Swain: on Saturday, May 11, asked us to put a link on PDA website to ML Bike Ride website (motherlodecentury.com); lots of good business impact potential—coupons, logos, publicity, etc., will be coming through Placerville between 11am and 1pm, hoping for 600 riders this year, trying to make it work for everyone
- PDA budget for 2013 events – Lisa Crummett: Passed out list of all events and went through budget for them all; **Jeff Thoma made motion to approve the budget, Tony Granados 2<sup>nd</sup>, all PDA Board members present approved the motion.**
- PDA invites and encourages ideas from merchant PDA members on Main Street.

**Marketing & Events** – New PDA brochures are available (at CandyStrike), also PDA website is updated; PDA events committees are listed on back of the list of events; Girl's Night Out is on Friday night, May 3 and theme is Kentucky Derby; Cider Press format is changing to brochure-sized & Robyn Delfino is spearheading it, PDA is anchoring a page and an ad will be \$375 (info going out to PDA members soon); new events proposed are an art faire, Mardi Gras, Founder's Days, Gold Rush Days (build this into Wagon Train), 4<sup>th</sup> of July (this one got the most interest and Ernest Kilmer volunteered for 4<sup>th</sup> of July event), soldier support, New Year's Eve event (Dennis talked about this potential event); potential tag line for Main Street ("Historic Main Street—The Real Deal", for example)

**Treasurer's Report** – Mary Meader – \$72,026.47 at end of Dec, expenses were \$4213.21, so now we have \$67,856.77 in account

**Open Forum** – John Zachry at Minuteman Press talked about PV Drive Association sponsoring an ice rink in December at the Fairgrounds and are looking for sponsors; Annette Schoonover recommended merchants travel around Main Street and learn about other businesses; Painted Owl opening on 2/14 and will have an event for merchants on 2/13; Sue Rees talked about review of a great dinner at HeyDay by Sunset Magazine but their statement about Placerville not being the most glamorous location & Sue sent email to them about what we do have; Ernest Kilmer talked about the Bowtie Barber Shop's services and as an attraction open Wed-Sun

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the month, 8:30AM, February 21 (Powell's)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting March 7, 2013, at Cary House

# **PLACERVILLE DOWNTOWN ASSOCIATION**

## **Meeting Agenda for Thursday, March 7, 2013; 8AM – 10AM Cary House**

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**\*\*\* PDA invites and encourages ideas from merchant PDA members on Main Street \*\*\***

### **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

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

### **Approval of Minutes**

### **Approval of Agenda**

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

- Chamber of Commerce located at 542 Main St. (across from DA's office), phone 621-5885, hours: 8a-5p M-F & Sat 11a-3p
- Chief Nielsen retiring in May
- Renfros is moving across the street
- 2013 Banners on Parade applications are available (deadline is 3/15)
- *Images of Hope* is new organization providing art therapy to cancer survivors, patients, family members (under Marshall Cancer Resource Center); may collaborate with PDA on A&W Festival
- Cider Press deadline is 3/8/13

### **Business** (8:30-9:00)

- Economic Development Committee report – Kris Payne
- Third Saturday ArtWalk – Deb Jensen
- Tagline for Main Street
- Motherlode Century Bike Ride coupon – does anyone want to participate in coupon sheet as part of the rider packet? Need by end of March.
- Signup for Girl's Night Out – applications are going around and due on 4/1
- Barricade committee report

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

- Girl's Night Out
- Banners on Parade
- Brewfest

### **Treasurer's Report** (9:15-9:20) – Mary Meader

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

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**Next Executive Board Meeting Date:** 8:30AM, March 21, 2013, Powell's

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, April 4, 2013

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# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – March 7, 2013

**Roll Call & Introductions** – A quorum was present – 11/16 board members present: Bev Fraga, Mary Meader, Sue Rees, Annette Schoonover, Sara Young, Jill Barnes, Hannah Darr, Sheila Hill, Claudia Lowe, Jennifer Nixon, Bill Robinson; absent: Tony Granados, Jeff Thoma, Shelly Winzler, John Stark, Dennis Thomas

**Police Beat** – Chief Nielsen: Chief retiring from police department on 5/17; handed out sheet showing crimes from 2001-2012 and crime rate down over last 9 years by 50.6%; have cleaned up 35 homeless illegal camps; response times at about 5 minutes for highest priority calls; concentrating on Center Street garage, Reservoir St, and after school areas; about 10-13 persons in homeless camp now; there are some homeless teens

**City Report** – Cleve Morris – working on a new location for homeless camp (current closing in November); Herrick Building: work should start in a few weeks (awaiting finalization of plans); Old City Hall back in city's hands (city might hang on to it); Lisa & Cleve have met about Highway 50 signage; comments re city services: will play catch-up with city services and will try to increase pay to city employees back to what it was (prior to 10% pay cut 3 years ago)

**Chamber Report** – Jody Franklin: Business showcase coming up on 3/15 at Fairgrounds (1-2000 people attending), Cowboys & Cornbread will be at EDC Fairgrounds this year on 7/21 & Chamber wants to combine any other events (like 3<sup>rd</sup> Sat) in advertising; went to Bay Area travel show and cycling was big (Motherlode Century); Jody 5 years of service

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

**Approval of Agenda for 11/1/12 Meeting** – no additions, agenda approved

**Information for Members:** Chamber of Commerce located at 542 Main Street (across from DA's office), 621-5885, 8am-5pm M-F & 11am-3pm Sat; Chief Nielsen retiring in May; Renfros is moving across the street from where they are; 2013 Banners on Parade applications are available (deadline 3/15); Images of Hope is new organization providing art therapy to cancer survivors, patients, family members (under Marshall Cancer Resource Center), event coming up (fundraising) on 6/21 at Smith Flat House & may collaborate with PDA on A&W Festival; Cider Press deadline is 3/8/13 (PDA doing group page)

### **Business**

- Economic Development Report – Kris Payne: have vision, mission, goals, strategy, meetings are 3<sup>rd</sup> Friday of the month at noon at Town Hall; want to finish process this year
- Third Saturday ArtWalk – Deb Jensen: there was meeting of gallery folks and business owners who are interested in helping to reinvigorate 3<sup>rd</sup> Saturday ArtWalk; goal is once a month non-event & merchants designate what happens; identifiers for businesses are open; EDAC has some money to help promote & wants people to go to other places too; have started ArtBeat calendar that is going out once month just prior to 3<sup>rd</sup> Saturday & costs nothing to merchants/galleries (access it via EDAC website at [eldoradoartscouncil.org](http://eldoradoartscouncil.org)); need to update with fresh items every month; also EDAC applied for \$10K grant to support art on Main Street—should know status in June and if it is a go, kickoff will be in July
- Tagline for Main Street – Lisa Crummett: want to come up with “tagline” for Main Street—contact PDA if you have ideas
- Motherlode Century Bike Ride coupon – would like to maybe do a one-sheet full of coupons to encourage bike riders to shop on Main Street after the ride
- Girl's Night Out – Lisa Crummett: the applications are out and due on 4/1; having scavenger hunt or hat-building event; theme is Kentucky Derby
- Barricade Committee Report – Jennifer Nixon: Committee agreed to this—for Oktoberfest & Wagon Train & Rib Cook-Off, barricade will be at Sacramento Street, for the rest of the events the barricade will be at Center Street

**Marketing & Events** – Lisa Crummett: Girl's Night Out coming up on 5/3; standardized fee schedule available and will be on website; new brochures & postcards are out; Banners on Parade applications are available; Flower Baskets fundraiser is this month & will have benefit bartending in March or April; Hangtown Car Show in May; Wagon Train & Rib Cook-Off in early June; getting breweries for Brewfest; applications available on website for craft faire and antiques faire

**Treasurer's Report** – Mary Meader – end of January, balance was \$67856.77; have spent \$8034 and balance is now down to \$59K

**Open Forum** – Sara Young: Music in the Courtyard – Courtyard Deli & Pampering Pickle have closed, so need sponsors (\$175) for 5 months & needs commitment by early May; Doug Braaten: downtown merchants/employees taking up spaces on 1<sup>st</sup> & 2<sup>nd</sup> floors (paying) & taking away customer spaces; Comm & Econ Dev Committee rep Megan spoke about county effort; TOT issue discussion; Deb Jensen: no TOT coming from inside City of Placerville—opportunity?; Angela Anderson asked about emergency phone tree; Deb Jensen asked about bike racks on Main Street and trying to make backs of buildings facing Highway 50 better-looking; put flower pots on counters with signs for collecting money for flower baskets/

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the month, 8:30AM, March 20 (Powell's)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting April 4, 2013, at Cary House



# **PLACERVILLE DOWNTOWN ASSOCIATION**

## **Meeting Agenda for Thursday, April 4, 2013; 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.

**\*\*\* PDA invites and encourages ideas from merchant PDA members on Main Street \*\*\***

### **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, Highway 50 signs

**Chamber Report** (8:15-8:20) – Patti Christian

### **Approval of Minutes**

### **Approval of Agenda**

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

- Girls Night Out applications are due NOW. If you would like to participate in this great traffic builder, please turn your form in at Kelsey's ASAP!
- Metal Dragonfly is moving; new store, Eco Logical, is open at 320 Main St.; Courtyard Deli is gone
- If you run out of Placerville event postcards, you can get more at Placerville News
- There will be a dedication of George Duffey Park on 4/1 (Rotary donated \$25K for playground equipment)
- Flower Baskets – Benefit Bartending on 4/29, 5pm-8pm at Powell's; need raffle prizes (give to Sheila Hill at Powell's); will be flyers and posters

### **Business** (8:30-9:00)

- Economic Development Committee update – Kris Payne
- Will need replacement for PDA board member John Stark; contact PDA Exec Board member if interested
- ArtWalk update – Deb Jensen
- Tagline for Main Street

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

- Banners on Parade
- Girl's Night Out
- Motherlode Century Bike Ride
- Hangtown Car Show
- Wagon Train & Rib Cook-Off
- Brewfest

### **Treasurer's Report** (9:15-9:20) – Mary Meader

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

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**Next Executive Board Meeting Date:** 8:30AM, April 18, 2013, Powell's  
**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, May 2, 2013

(12-13) Bev Fraga	bevlar@sbcglobal.net	626-3425	(13-14) Jill Barnes	jbarnes@cuppacoffeeandmore.com	626-9600
(12-13) Tony Granados	tonymatt6212@gmail.com	626-9161	(13-14) Hannah Darr	hannahmaydarr@yahoo.com	558-0722
(12-13) Mary Meader (Treas)	mary@pvillenews.com	622-4510	(13-14) Sheila Hill (Pres)	shill2276@yahoo.com	626-1091
(12-13) Sue Rees	sue459main@att.net	622-6205	(13-14) Claudia Lowe	iep504@yahoo.com	(916) 601-8202
(12-13) Annette Schoonover	annette3@pacbell.net	626-6369	(13-14) Jennifer Nixon (VP)	jennifer.nixon@hotmail.com	647-6248
(12-13) Jeff Thoma	heyday@sbcglobal.net	626-9700	(13-14) Bill Robinson (Sec)	whrstudios@gmail.com	306-3615
(12-13) Shelly Winzeler	shellywinz@yahoo.com	622-0516	(13-14) OPEN	-----	-----
(12-13) Sara Young	sarajeany@sbcglobal.net	622-4900	(13-14) Dennis Thomas	dennis@robinsonpharmacy.com	622-3186

Marketing Director: Lisa Crummett – 672-3436 (lisa@placerville-downtown.org)

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – April 4, 2013

**Roll Call & Introductions** – A quorum was present – 13/16 board members present: Bev Fraga, Mary Meader, Sue Rees, Annette Schoonover, Shelly Winzler, Sara Young, Jill Barnes, Hannah Darr, Sheila Hill, Jennifer Nixon, Bill Robinson, Dennis Thomas, John Stark; absent: Tony Granados, Jeff Thoma, Claudia Lowe

**Police Beat** – Chief Nielsen: Starting to experience effects of warmer weather (more issues outside); secondhand dealers and pawnbrokers issue applies to only certain businesses downtown (a law mandated by dept of justice)—businesses need to report info for stolen property database (contact police department for more info); city residents can sign up on nixle.com for alerts from the city (see city website for info)

**City Report** – Cleve Morris – Herrick building is moving forward, but not started yet; Old City Hall is back in city's hands & city trying to figure out what to do (possible grant to fix it up); trying to take care of issue with Benham Park; want to get funding to remove sewer line from Hangtown Creek; question re sidewalk issues (contact city if you have this issue); repave Main Street? (no)—trying to find funding; highway 50 event signs (possibly by caboose with info from chamber, city & PDA);

**Chamber Report** – No Chamber report

**Approval of Minutes from 3/7/13 Meeting** – Minutes approved as read

**Approval of Agenda for 4/4/13 Meeting** – no additions, agenda approved

**Information for Members:** Girl's Night Out applications (Lisa): people need to get applications in ASAP; Metal Dragonfly is moving to Enterprise Drive, Eco Logical is open at 320 Main Street; Courtyard Deli is gone, Torino's open on 4/22, Hangtown Hotdogs sold, Goldsmith is moving; event calendars are available at PV News; Duffey Park will be dedicated on 4/6, 10-12; Flower basket Benefit Bartending will be on 4/29, 5pm-8pm—raffle prizes needed and Kelly will be belly dancing.

### **Business**

- Economic Development Report – Kris Payne: will be a joint meeting/workshop with Planning Commission, City Council & Economic Development Committee on 4/22 at 6pm
- Need replacement for PDA Board member—nomination & vote at next PDA meeting in May
- ArtWalk update – Bill Robinson: last month was first month of Third Saturday ArtWalk ArtBeat newsletter for people who have things going on Third Saturday to put things in; whole idea is to promote Third Saturday ArtWalk; also looking at possibly more banners, have identifiers showing who is open for Third Saturday, etc.; have had only one meeting
- Tagline for Main Street – Lisa Crummett: Lisa gave out several examples—needs to identify our uniqueness, historic, real, gold rush, PV Main Street is more than you think, Kris Payne mentioned that the tagline should be around the vision of Main Street (Economic Development Committee), the tagline will be used in Marketing

**Marketing & Events** – Lisa Crummett: Banners on Parade has chosen 33 artists and will be judged in late May and will go up on the street in time for the Wagon Train & Rib Cook-Off event on June 8; GNO (May 3) needs your apps as soon as possible; Mother Lode Century Bike Ride coming through Main Street on May 11; Hangtown Car Show is on Sunday, May 19; Wagon Train & Rib Cook Off (June 8), possibility of beard-growing contest; people would like to have dates next to events on the agenda; if anyone wants to provide a coupon for the Mother Lode Century Bike Ride, get 500 of them to the Chamber; have about 32 breweries so far for Brewfest (on Saturday 6/29 & will need hosts); list of fees for events for merchants is on the PDA website; apps for Antique Faire going out end of April; raised about \$3100 for Flower Baskets so far; Oktoberfest: beer is covered by Norcal

**Treasurer's Report** – Mary Meader –have spent \$4457.37, and balance is now down to \$56K (balance is dropping each month until we start getting \$\$ in from events coming up)

**Open Forum** – Kris mentioned that he would like to see the requirement for people to sit off the PDA Board after being on the Board for two, two-year terms deleted (change the bylaws); Dennis Thomas talked about the Fire District revenues being down 30% and Calfire is requesting an RFP to figure out how to get equipment updated/serviced; Sara Young said she needs two more sponsors for the Music in the Courtyard.

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the month, 8:30AM, April 18 (Powell's)

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting May 2, 2013, at Cary House

# **PLACERVILLE DOWNTOWN ASSOCIATION**

## **Meeting Agenda for Thursday, May 2, 2013; 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.

\*\*\* PDA invites and encourages ideas from merchant PDA members on Main Street \*\*\*

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

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

CA DOJ Secondhand Dealer Licenses

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

Update on Herrick Building, Old City Hall, Highway 50 signs

#### **Chamber Report** (8:15-8:20) – Patti Christian

### **Approval of Minutes**

### **Approval of Agenda**

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

- The Trading Post is open in Creekside Place
- Torino's is open
- Girl's Night Out is Friday night (5/3, 6-9pm); wear great hats!
- Flower baskets going up on 5/18
- Brewfest hosts are needed: drop off \$50 fee (payable to PDA) at Placerville News
- Volunteers are needed to staff ticket & beer booths at Wagon Train on June 8 for 2-hour shifts (12-6pm); please sign up at the PDA meeting or call Lisa at 530-644-2276
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### **Business** (8:30-9:00)

- Economic Development Committee update – Kris Payne
- El Dorado County Historical Society walking tour program – Kris Payne
- Replacement for PDA board member John Stark
- Bylaws re term limits
- Tagline for Main Street
- Third Saturday ArtWalk – Deb Jensen

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

- Girl's Night Out (Fri, 5/3, 6-9pm)
- Motherlode Century Bike Ride (comes thru Placerville on Sat, 5/11, about 11am)
- Hangtown Car Show (Sun, 5/19, 9am-3pm)
- Wagon Train & Rib Cook-Off (Sat, 6/8, 12pm-6pm)
- Brewfest (Sat, 6/29, 6pm-9pm)
- Red, White & Blue Celebration & Sidewalk Sale (Thu, 7/4, 10am-3pm)

### **Treasurer's Report** (9:15-9:20) – Mary Meader

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

**Next Executive Board Meeting Date:** 8:30AM, May 23, 2013, Powell's  
**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, June 6, 2013

(12-13) Bev Fraga	beviar@sbcglobal.net	626-3425	(13-14) Jill Barnes	jbarnes@cuppacoffeeandmore.com	626-9600
(12-13) Tony Granados	tonymatt6212@gmail.com	626-9161	(13-14) Hannah Darr	hannahmaydarr@yahoo.com	558-0722
(12-13) Mary Meader (Treas)	mary@pvillenews.com	622-4510	(13-14) Sheila Hill (Pres)	shill2276@yahoo.com	626-1091
(12-13) Sue Rees	sue459main@att.net	622-6205	(13-14) Claudia Lowe	iep504@yahoo.com	(916) 601-8202
(12-13) Annette Schoonover	annette3@pacbell.net	626-6369	(13-14) Jennifer Nixon (VP)	jennifer.nixon@hotmail.com	647-6248
(12-13) Jeff Thoma	heyday@sbcglobal.net	626-9700	(13-14) Bill Robinson (Sec)	whrstudios@gmail.com	306-3615
(12-13) Shelly Winzeler	shellywinz@yahoo.com	622-0516	(13-14) OPEN	-----	-----
(12-13) Sara Young	sarajeany@sbcglobal.net	622-4900	(13-14) Dennis Thomas	dennis@robinsonsparmacy.com	622-3186

Marketing Director: Lisa Crummett – 672-3436 (lisa@placerville-downtown.org)

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – May 2, 2013

**Roll Call & Introductions** – A quorum was not present – 8/16 board members present: Bev Fraga, Mary Meader, Sue Rees, Jill Barnes, Hannah Darr, Sheila Hill, Jennifer Nixon, Bill Robinson; absent: Tony Granados, Annette Schoonover, Jeff Thoma, Shelly Winzeler, Sara Young, Claudia Lowe, John Stark, Dennis Thomas

**Police Beat** – Chief Nielsen: Spoke about attempted abduction on Schnell School Road & its resolution; spoke at length about the California Department of Justice secondhand dealer licenses that affect most secondhand dealers in Placerville (antique stores); this is not a city program or a city priority, but the City is directed by law (Assembly Bill 391 from August 2012) to administer; purpose is to ID, track and return stolen property via a database of the items; businesses like this must be licensed and need to report certain items; license is \$300 every other year; it's a misdemeanor not to be licensed; it's business unfriendly and police are asking people to do their best but they don't have manpower to deal with strictly; Chief Nielsen's last day is May 16<sup>th</sup>, interim Chief is Mike Scott, appointment of new chief may be in August; much thanks expressed to Chief Nielsen

**City Report** – Cleve Morris – Ted Gaines at Zia's on 5/8, 9am—it would be a good idea for people to go to that meeting and express their concerns about AB391; spoke about Business Outreach Visits and had brochure about them at the meeting (to find out what's good, bad, what can they do to help); Herrick Building: permits for scaffolding soon; Old City Hall: City has applied for grant to find out what needs to be done and see if City wants to keep it; question about who came up with list of businesses affected by AB391 and it was City Finance Department via business licenses

**Chamber Report** – Patti Christian – introduced herself; Laurel Brent-Bumb also attended and talked about the items that are available via their lending library to all businesses; Chamber is working on getting something done about AB391; Cowboys & Cornbread will be having their 4<sup>th</sup> year and will be at Fairgrounds

**Approval of Minutes from 4/4/13 Meeting** – Minutes approved as read

**Approval of Agenda for 5/2/13 Meeting** – no additions, agenda approved

**Information for Members:** Trading Post is open in Creekside Place (11-5) and it is a Fair Trade shop also carrying hand-crafted items; Torino's is open (Italian); Girls Night Out is tomorrow night and Powell's is going to start a beard-growing contest where all participants start off clean-shaven on GNO and grow until Wagon Train (June 8); Flower baskets going up on 5/18; Brewfest hosts needed (can drop off \$50 fee (payable to PDA) at Placerville News; volunteers needed at Wagon Train & Rib Cook Off to work in ticket booths and beer booths (call Lisa)

### **Business**

- Economic Development Committee – Kris Payne – had meeting last month with City Council & Planning Commission (Mike Webb is leaving, which is a setback); will be revamping some things based on the meeting, May 17<sup>th</sup> is the next meeting (3<sup>rd</sup> Friday at noon at Town Hall)
- El Dorado County Historical Society walking tour program – Kris Payne – tour is happening again this year starting in May (Wed-Sun, 11-4), flyers coming & will also be in Cider Press; question re plaques on buildings (maybe use QR codes) & Chamber has an app re businesses
- Replacement for PDA board member John Stark – could not address this as we did not have a quorum
- Bylaws re term limits – Exec Board decided not to do anything (Board members can serve two, 2-year terms, then need to sit off for a year)
- Tagline for Main Street – maybe make it a contest (people thought it was a good idea)
- Third Saturday ArtWalk – Bill Robinson – EDAC waiting for word to come back on a grant

**Marketing & Events** – Lisa Crummett: GNO is tomorrow night, 6-9pm; Motherlode Century Bike Ride is 5/11; Hangtown Car Show is Sunday, 5/19, 9am-3pm; Wagon Train & Rib Cook Off is Saturday, 6/8, 12pm-6pm; Brewfest is Saturday, 6/29, 6pm-9pm; Red, White & Blue Celebration & Sidewalk Sale is Thursday, 7/4, 10am-3pm; all info on these events is at [placervilledowntown.com](http://placervilledowntown.com)

**Treasurer's Report** – Lisa Crummett – have \$55,000 in bank, \$11,000 of that belongs to Flower Power

**Open Forum** – Winterhill won a silver medal at the NY Olive Oil competition; Gold Country Artists Gallery is having Wakamatsu show during Month of May and is participating in Wakamatsu Farm Festival on May 18; Wagon Train video available; Agricultural Tour is on June 7<sup>th</sup>; El Dorado County has the oldest commercial wine production in the state; TV show filmed at Pop Art & Angela Anderson of Pop Art putting “Main Street Stories in Mountain Democrat; Minuteman Press moving to building across the street from Home Depot; Windfall is offering a “Business Spotlight”; May 3 is deadline for El Dorado County Fair

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the month, 8:30AM, May 23 (Powell's)  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting June 6, 2013, at Cary House

# PLACERVILLE DOWNTOWN ASSOCIATION

## **Meeting Agenda for Thursday, June 6, 2013; 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.*

**\*\*\* PDA invites and encourages ideas from merchant PDA members on Main Street \*\*\***

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

**Police Beat** (8:05-8:10) – Mike Scott

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

Update on Herrick Building, Old City Hall, Highway 50 signs

**Chamber Report** (8:15-8:20) – Patti Christian

**Approval of Minutes**

**Approval of Agenda**

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

- Wagon Train & BBQ Rib Cook Off – We encourage PDA members to dress in western garb for Wagon Train & decorate windows; also, we encourage restaurants to participate in the Server Races
- Painted Banners on Parade are going up this week
- Music in the Courtyard started last Saturday (6/1); next date is 6/22
- Zia’s is moving to El Dorado Hills
- Redefined Furnishings is open & Polished Nail Salon is open
- Merchant listings on the PDA website; new Featured Merchant form for upcoming Featured Merchants to fill out

**Business** (8:30-9:00)

- Economic Development Committee – Kris Payne
- Vote on creating a tagline contest to solicit ideas from the community
- Vote on Board member replacement
- Update on Red, White & Blue Celebration & Sidewalk Sale on 7/4, 10-3
- Discussion about emailing agendas & minutes to members instead of distributing

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

- Girls Night Out results
- Wagon Train & Rib Cook-Off (Sat 6/8, 12pm-6pm)
- Brewfest (Sat 6/29, 6pm-9pm)
- Red, White & Blue Celebration & Sidewalk Sale (Thu 7/4, 10am-3pm)
- Craft Faire (Sun 8/11, 8am-3pm); Hangtown Car Show (Thu 8/22, 5pm-8pm); Kacie’s Ride for Hope (Sat 9/14, 8am-11am); Oktoberfest (Sat 9/21, 3pm-8pm); Antique Faire (Sun 9/29, 8am-3pm); Art & Wine Festival (Sat 10/19, 6pm-9pm)

**Treasurer’s Report** (9:15-9:20) – Mary Meader

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

**Next Executive Board Meeting Date:** 8:30AM, June 20, 2013, Powell’s  
**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, July 11, 2013

(12-13) Bev Fraga	beviar@sbcglobal.net	626-3425	(13-14) Jill Barnes	jbarnes@cuppacoffeeandmore.com	626-9600
(12-13) Tony Granados	tonymatt6212@gmail.com	626-9161	(13-14) Hannah Darr	hannahmaydarr@yahoo.com	558-0722
(12-13) Mary Meader (Treas)	mary@pvillenews.com	622-4510	(13-14) Sheila Hill (Pres)	shill2276@yahoo.com	626-1091
(12-13) Sue Rees	sue459main@att.net	622-6205	(13-14) Claudia Lowe	iep504@yahoo.com	(916) 601-8202
(12-13) Annette Schoonover	annette3@pacbell.net	626-6369	(13-14) Jennifer Nixon (VP)	jennifer.nixon@hotmail.com	647-6248
(12-13) Jeff Thoma	heyday@sbcglobal.net	626-9700	(13-14) Bill Robinson (Sec)	whrstudios@gmail.com	306-3615
(12-13) Shelly Winzeler	shellywinz@yahoo.com	622-0516	(13-14) OPEN	-----	-----
(12-13) Sara Young	sarajeany@sbcglobal.net	622-4900	(13-14) Dennis Thomas	dennis@robinsonpharmacy.com	622-3186

Marketing Director: Lisa Crummett – 672-3436 (lisa@placerville-downtown.org)

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – June 6, 2013

**Roll Call & Introductions** – A quorum was present – 13/16 board members present: Bev Fraga, Tony Granados, Mary Meader, Sue Rees, Annette Schoonover, Jeff Thoma, Shelly Winzeler, Sara Young, Hannah Darr, Sheila Hill, Claudia Lowe, Jennifer Nixon, Bill Robinson; absent: Jill Barnes, John Stark, Dennis Thomas

**Police Beat** – Mike Scott: with warmer weather, more foot patrols; ready for Wagon Train

**City Report** – Cleve Morris – permits have been issued for Herrick Building and should be starting work on it in the next couple weeks; interviewing for new police chief; a community development position needs to be filled; awaiting info on grant for Old City Hall

**Chamber Report** – Laurel Brent-Bumb – introduced new membership manager Courtney Swart; chamber paying close attention to county issues; BOS considering stopping any new parcels for next 10 years, also considering going to county-wide vote for any new project (chamber thinks no on this); chamber also pushing to get issue w/2<sup>nd</sup> Hand stores taken care of (AB 391); Cowboys & Cornbread at Fairgrounds on July 21

**Approval of Minutes from 5/2/13 Meeting** – Minutes approved as read

**Approval of Agenda for 6/6/13 Meeting** – agenda additions: paintwhatmatters to the info section and 3<sup>rd</sup> Saturday ArtWalk to the Business section, Sue Rees made motion to approve addition to agenda, Sara Young seconded, approved

**Information for Members:** Wagon Train & RCO coming this weekend (Beard contest, Server's Races, would like businesses to decorate and people to dress up), 2013 Banners on Parade are up, Music in the Courtyard started on 6/1 and next on 6/22, Zia's is moving to EDH, Redefined Furnishings & Polished Nail Salon open, two featured merchants every month on the PDA website and there is a FM form for upcoming FM's to fill out (post-FM pages are on right side of Merchant's page), "Main Street Matters" at paintwhatmatters.com (vote once per day from every device you have) to get Main Street painted,

### **Business**

- Economic Development Committee – Kris Payne: feedback from a combined meeting (Planning Commission, City Council, & Econ Dev Comm) being implemented; vision, mission, goals done and going into strategy; meetings are on the 3<sup>rd</sup> Friday of the month at noon at Town Hall; talk about key spots within the city (i.e., Zia's, Herrick Building); will collaborate with business outreach visits
- Tagline contest – put it out to community, **Annette Schoonover made a motion for PDA to create a tagline contest and put it out to the community, Shelly Winzeler seconded, approved**
- Vote on Board member replacement – did not have any nominees at this time, so postponed vote until next month; went through what being on PDA Board means and requirements
- Update on Red, White & Blue Celebration & Sidewalk Sale on 7/4, 10-3 – committee decided that it would be advertised on website and Facebook, but will be low-key this year (merchants open and sales)
- Discussion about emailing agendas & minutes to members instead of distributing – costs \$55/month to print & distribute; general consensus is that we need to continue distributing printed copies to businesses downtown; "Attend & invest in your future"; could we use students to distribute?
- Third Saturday ArtWalk – Deb Jensen: talked about proposal she (EDAC) sent to California Arts Council for their Creating Places of Vitality grant which was granted; having a Joint Arts Marketing meeting every month to ramp up art in Placerville, especially on Third Saturdays; the additional funding gotten from the grant will be used for Banners on Parade, having 4 large ArtWalk events ("Pillar" events) over the next year (August, October, December & April); grant will be ~ about \$9K & matched with PDA funds & EDAC funds; first big push in August & marketing items will be announced soon (on EDAC ArtBeat; PDA membership wants to know what we will be doing with grant \$\$ & when; next JAM meeting is 7/2, 8:15 am at EDAC

**Marketing & Events** – Lisa Crummett: GNO was good, would be good to have more GNO programs at the locations; went through WT & RCO plans, Brewfest on 6/29, 6pm-9pm, RW&B Celebration on 7/4, 10am-3pm, went through events coming in August, September & October

**Treasurer's Report** – Mary Meader – took in \$7733 last month, expenses were \$10251, so \$2518 in the hole

**Open Forum** – Laurel Brent-Bumb: Ag Tour is Friday, 6/7; Mountain Democrat has moved to Placerville Drive and the old Mt. Demo building on Broadway will be Tractor Supply

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the month, 8:30AM, June 20 (Cuppa Coffee & More)  
**PDA General Meeting Dates** – 2<sup>nd</sup> Thursday of the Month, 8AM; next meeting July 11, 2013, at Cary House

# PLACERVILLE DOWNTOWN ASSOCIATION

## **Meeting Agenda for Thursday, July 11, 2013; 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.*

**\*\*\* PDA invites and encourages ideas from merchant PDA members on Main Street \*\*\***

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

**Police Beat** (8:05-8:10) – Mike Scott

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

Update on Herrick Building, Old City Hall, Highway 50 signs

**Chamber Report** (8:15-8:20) – Courtney Smart

### Approval of Minutes

### Approval of Agenda

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

- New businesses on Main Street: *Main Street Yoga* coming to Tony Matthews building, new business at old *Metal Dragonfly* location—*Sharon's Cottage*, *WealthGuard Advisors* coming to Phil Berry's building, *Folklore Lounge* at old *Prospector's Café* location
- Want to get emails from as many businesses as possible
- Results and thanks to everyone for participation in the Main Street Matters campaign
- Banners on Parade brochures are out
- Music in the Courtyard for July: 7/13 – Joe & Joy Little, 7/27 – Kiva Rythum

### Business (8:30-9:00)

- Economic Development Committee – Kris Payne
- Tagline contest guidelines: 10 words or less, family friendly phrase, simple & memorable; will put out flyer & info later in July or early August with deadline of December 31, 2013
- Vote on Board member replacement

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

- Wagon Train & Rib Cook-Off results; Brewfest results; Red, White, & Blue Celebration & Sidewalk Sale results
- Craft Faire (Sun 8/11, 8am-3pm); Hangtown Car Show (Thu 8/22, 5pm-8pm); Kacie's Ride for Hope (Sat 9/14, 8am-11am); Oktoberfest (Sat 9/21, 3pm-8pm); Antique Faire (Sun 9/29, 8am-3pm); Art & Wine Festival (Sat 10/19, 6pm-9pm)

### Treasurer's Report (9:15-9:20) – Mary Meader

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

**Next Executive Board Meeting Date:** 8:30AM, July 18, 2013, Powell's  
**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, August 1, 2013

(12-13) Bev Fraga	beviar@sbcglobal.net	626-3425	(13-14) Jill Barnes	jbarnes@cuppacoffeeandmore.com	626-9600
(12-13) Tony Granados	tonymatt6212@gmail.com	626-9161	(13-14) Hannah Darr	hannahmaydarr@yahoo.com	558-0722
(12-13) Mary Meader (Treas)	mary@pvillenews.com	622-4510	(13-14) Sheila Hill (Pres)	shill2276@yahoo.com	626-1091
(12-13) Sue Rees	sue459main@att.net	622-6205	(13-14) Claudia Lowe	iep504@yahoo.com	(916) 601-8202
(12-13) Annette Schoonover	annette3@pacbell.net	626-6369	(13-14) Jennifer Nixon (VP)	jennifer.nixon@hotmail.com	647-6248
(12-13) Jeff Thoma	heyday@sbcglobal.net	626-9700	(13-14) Bill Robinson (Sec)	whrstudios@gmail.com	306-3615
(12-13) Shelly Winzeler	shellywinz@yahoo.com	622-0516	(13-14) OPEN	-----	-----
(12-13) Sara Young	sarajeany@sbcglobal.net	622-4900	(13-14) Dennis Thomas	dennis@robinsonpharmacy.com	622-3186
Marketing Director: Lisa Crummett – 672-3436 (lisa@placerville-downtown.org)					

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – July 11, 2013

**Roll Call & Introductions** – A quorum was present – 11/16 board members present: Tony Granados, Mary Meader, Sue Rees, Jeff Thoma, Sara Young, Jill Barnes, Hannah Darr, Sheila Hill, Claudia Lowe, Jennifer Nixon, Bill Robinson; absent: Bev Fraga, Annette Schoonover, Shelly Winzeler, John Stark, Dennis Thomas

**Police Beat** – No representative present so no report

**City Report** – Cleve Morris – there is some work beginning on the Herrick building; still waiting on grant results for Old City Hall (Community Development Block Grant); nothing about signs yet; Pierre Rivas has been hired as the Community Services Directory for the City of Placerville

**Chamber Report** – No representative present so no report

**Approval of Minutes from 6/6/13 Meeting** – Minutes approved as read

**Approval of Agenda for 7/11/13 Meeting** – Agenda approved

**Information for Members:** New businesses on Main Street: *Main Street Yoga* coming to Tony Matthews building, new business at old *Metal Dragonfly* location—*Sharon's Cottage*, *WealthGuard Advisors* coming to Phil Berry's building, *Folklore Lounge* at old *Prospector's Café* location, *Two Cooks on Main* at old *Hangtown Hotdogs* location; we want to get emails from as many businesses as possible; results (We won!) and thanks to everyone for participation in the Main Street Matters campaign (we had a meeting of proposed committee on Tuesday morning to go over FAQs from Benjamin Moore with Lisa, Bill, Sheila, Sue, Wendy Thomas, Grace Webb (The Paint Spot); there will be a Main Street Placerville Matters PDA web page soon and working on a video this week, many thanks to Annette Schoonover for bringing this to our attention in late May; Banners on Parade brochures are out; Music in the Courtyard for July: 7/13 – Joe & Joy Littel, 7/27 – Kiva Rythum

### **Business**

- Economic Development Committee – Kris Payne: subcommittees have been formed; no meeting in July; going into strategies now; trying to find out what City of Placerville is doing to entice people to come to Placerville and stay
- Tagline contest – 10 words or less, family friendly phrase, simple & memorable; will put out flyer & info later in July or early August with deadline of December 31, 2013
- Vote on Board member replacement – **Bill Robinson nominated Paula Gendron (It's Personal), Tony Granados seconded, all PDA board members present approved.**

**Marketing & Events** – Lisa Crummett: Wagon Train & Rib Cook-Off lost about \$1k due to very hot weather that day, so behind a total of \$3700 (should we look into event insurance?); Brewfest made money (question about increasing number of tickets sold), average age of ticket buyers was 39 (question about moving more items further west on Main Street; Red, White, & Blue Celebration & Sidewalk Sale was so-so; Craft Faire has 69 vendors signed up so far and goal is 85 (Sun 8/11, 8am-3pm); Hangtown Car Show (Thu 8/22, 5pm-8pm); Kacie's Ride for Hope (Sat 9/14, 8am-11am); Oktoberfest (Sat 9/21, 3pm-8pm); Antique Faire early bird apps still going (Sun 9/29, 8am-3pm); Art & Wine Festival (Sat 10/19, 6pm-9pm); comment made that next year we really need to look at what PDA makes vs. what businesses make for those PDA events that don't have a lot of vendors and don't make much money

**Treasurer's Report** – Lisa Crummett (for Mary Meader, who had to leave early) have \$70,404.13 in bank

**Open Forum** – no comments

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the month, 8:30AM, July 18 at Powell's  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting August 1, 2013, at Cary House



# PLACERVILLE DOWNTOWN ASSOCIATION

## **Meeting Agenda for Thursday, August 1, 2013; 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.

\*\*\* PDA invites and encourages ideas from merchant PDA members on Main Street \*\*\*

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

### **Police Beat** (8:05-8:10) – Mike Scott

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

Update on Herrick Building, Old City Hall, Highway 50 signs

### **Chamber Report** (8:15-8:20) – Chamber representative

### **Approval of Minutes**

### **Approval of Agenda**

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

- There is a new Main Street Placerville Matters information page on the PDA website
- Need sponsors for the Oktoberfest Wiener Dog Races
- Farmer's Markets are on Saturday mornings across from Cozmic Café (Ivy House Parking Lot) and on Wednesday evenings near the Bell Tower on Main Street
- Music in the Courtyard for August: 8/10 – MRQ Band, 8/24 – The Simms Band

### **Business** (8:30-9:00)

- Economic Development Committee – Kris Payne
- Main Street Placerville Matters update
- Tagline contest guidelines: 10 words or less, family friendly phrase, simple & memorable; flyers on table

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

Craft Faire (Sun 8/11, 8am-3pm); Hangtown Car Show (Thu 8/22, 5pm-8pm); Kacie's Ride for Hope (Sat 9/14, 8am-11am); Oktoberfest (Sat 9/21, 3pm-8pm); Antique Faire (Sun 9/29, 8am-3pm); Art & Wine Festival (Sat 10/19, 6pm-9pm)

### **Treasurer's Report** (9:15-9:20) – Mary Meader

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

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**Next Executive Board Meeting Date:** 8:30AM, August 22, 2013, Powell's  
**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, September 5, 2013

(12-13) Bev Fraga	beviar@sbcglobal.net	626-3425	(13-14) Jill Barnes	jbarnes@cuppacoffeeandmore.com	626-9600
(12-13) Tony Granados	tonymatt6212@gmail.com	626-9161	(13-14) Hannah Darr	hannahmaydarr@yahoo.com	558-0722
(12-13) Mary Meader (Treas)	mary@pvillenews.com	622-4510	(13-14) Sheila Hill (Pres)	shill2276@yahoo.com	626-1091
(12-13) Sue Rees	knk@d-web.com	622-6205	(13-14) Claudia Lowe	iep504@yahoo.com	(916) 601-8202
(12-13) Annette Schoonover	annette3@pacbell.net	626-6369	(13-14) Jennifer Nixon (VP)	jennifer.nixon@hotmail.com	647-6248
(12-13) Jeff Thoma	heyday@sbcglobal.net	626-9700	(13-14) Bill Robinson (Sec)	whrstudios@gmail.com	306-3615
(12-13) Shelly Winzeler	shellywinz@yahoo.com	622-0516	(13-14) Paula Gendron	paulagendron@gmail.com	303-3792
(12-13) Sara Young	sarajeany@sbcglobal.net	622-4900	(13-14) Dennis Thomas	dennis@robinsonspharmacy.com	622-3186

Marketing Director: Lisa Crummett – 672-3436 (lisa@placerville-downtown.org)

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – August 1, 2013

**Roll Call & Introductions** – A quorum was present – 13/16 board members present: Bev Fraga, Tony Granados, Sue Rees, Annette Schoonover, Jeff Thoma, Shelly Winzeler, Hannah Darr, Sheila Hill, Claudia Lowe, Jennifer Nixon, Bill Robinson, Paula Gendron, Dennis Thomas; absent: Mary Meader, Sara Young, Jill Barnes

**Police Beat** – No representative present so no report

**City Report** – No representative present so no report

**Chamber Report** – Jody Franklin: Cowboys & Cornbread was very successful at Fairgrounds (2300 people attended); Chamber has new membership chairperson (Lindsay); El Dorado County Movie Guide is available

**Approval of Minutes from 7/11/13 Meeting** – Minutes approved as read

**Approval of Agenda for 8/1/13 Meeting** – Agenda approved

**Information for Members:** New Main Street Placerville Matters information page on PDA website; need sponsors for Oktoberfest Weiner Dog Races; Farmer's Markets are on Saturday mornings across from Cozmic Café (Ivy House Parking Lot) and on Wednesday evenings near the Bell Tower on Main Street; Music in the Courtyard for August is MRQ Band on 8/10 and The Simms Band on 8/24

### **Business**

- Economic Development Committee – Kris Payne: no meetings in July; next meeting is 3<sup>rd</sup> Friday in August (8/16) at Town Hall at noon
- Main Street Placerville Matters update – Sheila Hill: had meeting with Benjamin Moore folks on 7/24 and did walkaround of Main Street; we are waiting and hope to hear back from them within a month
- Tagline contest guidelines – Bill Robinson: tentative guidelines are 10 words or less, family friendly phrase, simple & memorable; Bill wants to put this on hold and talk with Mayor Thomas and other business districts about making tagline for all of Placerville; check out taglineguru.com for help creating taglines (talked about tagline survey)

**Marketing & Events** – Lisa Crummett: Craft Faire coming up 8/11; car show is on 8/22, 5-8pm; Kacie's Ride for Hope on 9/14, 8am-11am; Oktoberfest on 9/21 (need sponsorships for Weiner Dog Races), Kris Payne talked about food (\$75 for restaurants on Main Street, \$150 for outside food vendors), VIP table in Beer Garden (\$200), Beer Glasses sponsored by ED Disposal, music by Grand Isle Fire Brigade (roving), contests, games, hot dog eating contest; Antique Faire early bird deadline is today; A&W Festival on 10/19 adding Images of Hope; Joint Arts Marketing (JAM) is a group spearheaded by EDAC re improving/helping Third Saturday ArtWalk, A&W Festival and Banners on Parade; Halloween on 10/31; Holiday events coming in November & December; will do an evaluation of 2013 events in early 2014

**Treasurer's Report** – Lisa Crummett (for Mary Meader) have \$72,000 in bank (\$10,000 belongs to Flower Power)

**Open Forum** – Sue Rees: get on Paint What Matters FB page & website and add comments/entries; Jennifer Nixon: Trading Post & Hygieia's Corner are merging into Gem (walkway between); Café Luna had their grand opening; Annette Schoonover recommended that people walk around and see what's downtown; Kris Payne handed out flyers for women's stories event at Shakespeare Club in October; Kris Payne is regional VP of California Historical Society group; Bill Robinson spoke of Mother Lode National Art Exhibition at Shakespeare Club from 8/11-8/25, 11am-5pm; Kris Payne talked about Herrick Building project starting (& some potential Main Street closures initially)

**Executive Board Meeting Date** – 4<sup>th</sup> Thursday of the month, 8:30AM, Aug 22 at Powell's  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting September 5, 2013, at Cary House

# **PLACERVILLE DOWNTOWN ASSOCIATION**

## **Meeting Agenda for Thursday, September 5, 2013; 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.

\*\*\* PDA invites and encourages ideas from merchant PDA members on Main Street \*\*\*

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

**Police Beat** (8:05-8:10) – Mike Scott

**City Report** (8:10-8:15) – Cleve Morris: Update on Herrick Building, Old City Hall, Highway 50 signs

**Chamber Report** (8:15-8:20) – Chamber representative

### **Approval of Minutes**

### **Approval of Agenda**

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

- Music in the Courtyard for September: 9/14 – Carol Tuttle and the Gold Country Jazz Octet, 9/28 – Jonny Mojo and the Rusty Buckets
- If you are interested in hosting a winery during the Oct 19th Art & Wine Festival, please get your forms/fee in ASAP to Placerville News. Wineries are assigned first come, first served.
- Annieberries is moving to new location on Main Street
- Need prizes for winner(s) of wiener dog races at Oktoberfest
- Could use more sponsors for Oktoberfest
- Stan Morris planning historical tour video

### **Business** (8:30-9:00)

- Toys for Tots – Sue & Hollis Henderson
- Images of Hope – Wendy Goosen
- Economic Development Committee – Kris Payne
- Main Street Placerville Matters update
- Tagline contest update – Claudia Lowe
- Third Saturday ArtWalk update – Deb Jensen
- Event closure signage

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

Kacie's Ride for Hope (Sat 9/14, 8am-11am); Oktoberfest (Sat 9/21, 3pm-8pm); Antique Faire (Sun 9/29, 8am-3pm); Art & Wine Festival (Sat 10/19, 6pm-9pm)

### **Treasurer's Report** (9:15-9:20) – Mary Meader

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

**Next Executive Board Meeting Date:** 8:30AM, September 19, 2013, Powell's

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, October 3, 2013

(12-13) Bev Fraga	bevlar@sbcglobal.net	626-3425	(13-14) Jill Barnes	jbarnes@cuppacoffeeandmore.com	626-9600
(12-13) Tony Granados	tonymatt6212@gmail.com	626-9161	(13-14) Hannah Darr	hannahmaydarr@yahoo.com	558-0722
(12-13) Mary Meader (Treas)	mary@pvillenews.com	622-4510	(13-14) Sheila Hill (Pres)	shill2276@yahoo.com	626-1091
(12-13) Sue Rees	knk@d-web.com	622-6205	(13-14) Claudia Lowe	iep504@yahoo.com	(916) 601-8202
(12-13) Annette Schoonover	annette3@pacbell.net	626-6369	(13-14) Jennifer Nixon (VP)	jennifer.nixon@hotmail.com	647-6248
(12-13) Jeff Thoma	heyday@sbcglobal.net	626-9700	(13-14) Bill Robinson (Sec)	whrstudios@gmail.com	306-3615
(12-13) Shelly Winzeler	shellywinz@yahoo.com	622-0516	(13-14) Paula Gendron	paulagendron@gmail.com	303-3792
(12-13) Sara Young	sarajeany@sbcglobal.net	622-4900	(13-14) Dennis Thomas	dennis@robinsonpharmacy.com	622-3186

Marketing Director: Lisa Crummett – 672-3436 (lisa@placerville-downtown.org)

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – September 5, 2013

**Roll Call & Introductions** – A quorum was present – 9/16 board members present: Bev Fraga, Mary Meader, Sue Rees, Annette Schoonover, Sara Young, Sheila Hill, Claudia Lowe, Bill Robinson, Paula Gendron.; absent: Tony Granados, Jeff Thoma, Jill Barnes, Hannah Darr, Jennifer Nixon, Dennis Thomas

**Police Beat** – Rep from Placerville Police introduced new Chief, Scott Heller; presented information about joining Nixle (nixle.com) to get important advisories, community updates, etc., by text message or email (and PDA will be added as subgroup); PDA members can text mainst to 888777 and you will be added to that subgroup so that you can get reports about Main Street from Nixle; reported that calls to Benham Park are down

**City Report** – Pierre Rivas: work has started on the Herrick Building; billboards on Highway 50 working on who actually owns them and consolidating to one billboard; work on signs is ongoing; parking question came up and Pierre will look into it to get correct information; Sue Taylor gave update about Herrick Building; Placerville has been designated as a Preserve America Community

**Chamber Report** – Jody Franklin: Introduced new membership manager, Lynzee Schram; mentioned golf tournament on 9/16; EDC Visitor's Authority has a lot of media attention recently; Model A club coming and more expected; EDC Chamber gives out Welcome Packets & we can get info to Chamber for those

**Approval of Minutes from 7/11/13 Meeting** – Minutes approved as read

**Approval of Agenda for 8/1/13 Meeting** – Changes to agenda: Sandy Helms wants to speak to PDA and "Toys for Tots" item removed as people could not be at meeting—Sue Rees made motion to amend agenda, Annette Schoonover 2<sup>nd</sup> and all members attending approved.

**Information for Members:** Music in the Courtyard for September: 9/14 – Carol Tuttle and the Gold Country Jazz Octet, 9/28 – Jonny Mojo and the Rusty Buckets; If you are interested in hosting a winery during the Oct 19th Art & Wine Festival, please get your forms/fee in ASAP to Placerville News. Wineries are assigned first come, first served; Annieberries is moving to new location on Main Street; Need prizes for winner(s) of wiener dog races at Oktoberfest; Could use more sponsors for Oktoberfest; Stan Morris planning historical tour video (Stan talked about this at the meeting and he is having a meeting on 9/28, 2pm at the Cary House, there will be a poster and will be filming on Main Street on 10/12, 10/19, 10/26 and 11/2

### **Business**

- Tagline contest – Claudia Lowe: did research with other cities, sent info to Exec Board in draft form, Claudia will be only one who knows names, each entry will be time-stamped & numbered, will narrow down to 20 & Exec Board will choose winner
- Images of Hope – Wendy Goosen: we are going to "pink up the town" for the A&W Festival with lights on buildings and maybe Bell Tower ("Pink in the Night"); Images of Hope having their event at Placerville Flowers on Main on same night as A&W Festival
- California Haunt – Sandy Helms: reported about having fundraiser on 10/26, 7pm, to raise money for equipment; more info at californiahauts.org
- Economic Development Committee – Kris Payne: next meeting on 3<sup>rd</sup> Friday in September (9/20) at Town Hall; now working on strategy; group took historical tour of Main Street for a refresher
- Main Street Placerville Matters update – Lisa Crummett: Benjamin Moore is waiting until they visit all cities before contacting us; possibility of someone to lead our effort (Matt Boyer); we need to put photos on PWM web page on PDA website & update; Sue Rees visited Martinez (other city in CA that won) and they are having same questions/challenges we are; there is a possibility of also doing public art
- Third Saturday ArtWalk – Deb Jensen: Talked about the grant that EDAC received for ArtWalk; there will be 4 pillar artwalks: October 19—A&W Festival, December 21—Winter Solstice, February 15—Sweet & Spicy, May 17—May Be Parade; we have a new artwalk logo and will do an ArtWalk web page; will use funds to pay for music and promotions and will do lots of cross-marketing; spoke of EDAC's ArtBeat newsletter containing the calendar for 3<sup>rd</sup> Saturday ArtWalk (eldoradoartscouncil.org)
- Event closure signage – Lisa Crummett: PV Police Dept spoke about this and the fact that they had calls and could not get signs down in a timely manner, but will do better (these are the signs that Main Street is closed that are on Highway 49 and 50 before Main Street events

**Marketing & Events** – Lisa Crummett: Kacie's Ride is on 9/14, 8am-11am; Oktoberfest is 9/21, 8am-3pm—need volunteers for booths; Antique Faire is 9/29 (75% full); A&W Festival is on 10/19 (27 wineries so far); Holiday Committee will begin meeting soon; will talk about "Toys for Tots" next month; Winter Solstice is 12/21; Davey Wiser is at Fresh Pond on 9/21 because of Oktoberfest downtown that day

**Treasurer's Report** – Mary Meader: \$73,287 in bank (Flower Power has about \$9K of that)

**Open Forum** – Kris Payne reported on some items about Herrick Building: will be putting up scaffolding around outside to take stucco off building; the building is now resting on its new foundation; they are working on the wall between the two buildings; can see information on the web on Facebook about progress of repairs (facebook.com/pages/Hangtown-Ca/134273483881 and facebook.com/pages/Friends-of-Historic-Hangtown/696074517086146); several people talked about getting clarification about parking

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the month, 8:30AM, Sep 19 at Powell's

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting October 3, 2013, at Cary House

# **PLACERVILLE DOWNTOWN ASSOCIATION**

## **Meeting Agenda for Thursday, October 3, 2013; 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.

\*\*\* PDA invites and encourages ideas from merchant PDA members on Main Street \*\*\*

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

### **Police Beat** (8:05-8:10) – PV Police department representative

### **City Report** (8:10-8:15) – Cleve Morris: Update on Herrick Building, Old City Hall, Highway 50 signs

### **Chamber Report** (8:15-8:20) – Chamber representative

### **Approval of Minutes**

### **Approval of Agenda**

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

- Music in the Courtyard for October: 10/12 – The Pickups, 10/26 – Aftershock
- Memory Lane Candies is gone
- Main St. Yoga tentatively opening by the Art & Wine Festival on 10/19
- Trick or Treat on Main Street on 10/31 – make sure you have candy for 3000 people!
- Nixle – text mainst to 888777 for messages from Placerville Police Department about Main Street

### **Business** (8:30-9:00)

- Toys for Tots – Sue & Hollis Henderson
- Economic Development Committee – Kris Payne
- Main Street Placerville Matters update
- Tagline contest update – Claudia Lowe
- Third Saturday ArtWalk update – Deb Jensen
- Board nominations – 4 people have to sit off Board (they have been on the Board for 4 years) and we need to nominate 8 new Board members

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

Report about Oktoberfest and Antique Faire Art & Wine Festival (Sat 10/19, 6pm-9pm), Trick or Treat on Main Street (10/31, 4pm-6pm), Holiday committee

### **Treasurer's Report** (9:15-9:20) – Mary Meader

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

**Next Executive Board Meeting Date:** 8:30AM, October 24, 2013, Powell's  
**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, November 7, 2013

(12-13) Bev Fraga	beviar@sbcglobal.net	626-3425	(13-14) Jill Barnes	jbarnes@cuppacoffeeandmore.com	626-9600
(12-13) Tony Granados	tonymatt6212@gmail.com	626-9161	(13-14) Hannah Darr	hannahmaydarr@yahoo.com	558-0722
(12-13) Mary Meader (Treas)	mary@pvillenews.com	622-4510	(13-14) Sheila Hill (Pres)	shill2276@yahoo.com	626-1091
(12-13) Sue Rees	knk@d-web.com	622-6205	(13-14) Claudia Lowe	iep504@yahoo.com	(916) 601-8202
(12-13) Annette Schoonover	annette3@pacbell.net	626-6369	(13-14) Jennifer Nixon (VP)	jennifer.nixon@hotmail.com	647-6248
(12-13) Jeff Thoma	heyday@sbcglobal.net	626-9700	(13-14) Bill Robinson (Sec)	whrstudios@gmail.com	306-3615
(12-13) Shelly Winzeler	shellywinz@yahoo.com	622-0516	(13-14) Paula Gendron	paulagendron@gmail.com	303-3792
(12-13) Sara Young	sarajeany@sbcglobal.net	622-4900	(13-14) Dennis Thomas	dennis@robinsonpharmacy.com	622-3186

Marketing Director: Lisa Crummett – 672-3436 (lisa@placerville-downtown.org)

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – October 3, 2013

**Roll Call & Introductions** – A quorum was present – 14/16 board members present: Bev Fraga, Tony Granados, Mary Meader, Sue Rees, Annette Schoonover, Shelly Winzeler, Sara Young, Jill Barnes, Hannah Darr, Claudia Lowe, Jennifer Nixon, Bill Robinson, Paula Gendron, Dennis Thomas; absent: Jeff Thoma, Sheila Hill

**Police Beat** – Chief Scott Heller: spoke about some counterfeit money in the area

**City Report** – Cleve Morris: Herrick Building going (working on roof, exterior & interior); Old City Hall in limbo & trying to find new funding sources; back to square one on the Highway 50 signs; parking (unofficial)—this side of Bedford and the other side of Bedford: if you are parked on west side of Bedford you can get another two hours parking on the other side of Bedford; not getting enough money to keep up with maintenance on the parking garage, need to convene parking committee; has been an increase in graffiti; Hangtown Haven set to close on 11/13; Christmas Parade: Mountain Democrat sponsoring (City helping), Mt. Demo and Chamber taking applications (parade is on 12/1)

**Chamber Report** – Jody Franklin & Lynzee Schram: Group tour coming on Saturday, 3-5; 10/9 is joint business mixer at Holiday Inn Express in EDH

**Approval of Minutes from 7/11/13 Meeting** – Minutes approved as read

**Approval of Agenda for 8/1/13 Meeting** – Changes to agenda: 3 items to add: Linda Botjer to Business section, Stan Morris to business section, Kris Payne to Info section re event at Shakespeare Club

**Information for Members:** Music in the Courtyard for October is The Pickups on 10/12 and Aftershock on 10/26; Memory Lane Candy is gone; Main Street Yoga tentatively opening by end of the month; Trick or Treat on Main Street on 10/31; information about Nixle; Kris Payne talked about the True Gold Pioneer Women's Stories at the Shakespeare Club on 10/11 and 10/20

### **Business**

- **Toys for Tots** – Hollis Henderson: doing photo op on 10/8 at Bell Tower; collected \$180 last year and about 3500 toys at Bell Tower; Muster point for parade is going to be old Sierra Tire & Wheel on Broadway; more info at edct4t@gmail.com; will have collections for T4T at the Bell Tower this year; passed out T4T pins
- **Ghost Tours of Placerville** – Linda Bottjer: spoke about giving tours of Main Street year around; hoping to do Thu, Fri & Sat nights 6:30-8pm walking tour westbound and 8pm-9:30 eastbound; on Social Media, so make sure you 'Like' them; giving free tours to PDA members next week and in November; a percentage of every ticket sold will be donated to Fountain-Tallman Museum; theme is humor, history & entertainment; tickets are \$5.00
- **Placerville Discovered video project** – Stan Morris: had meeting this past Saturday to organized his 30-minute PV video; Glenda Delacruz developing app for Main Street and there will be embedded apps in the video (Glenda to be scheduled for November meeting); filming is scheduled through 11/1 on Saturdays; this is a geotourism project that will be on YouTube to promote Placerville; target date is 1/1/14
- **Economic Development Committee** – Kris Payne: went through vision, mission statement, some of the goals, objectives & strategies (this committee applies to Broadway, Main Street & Placerville Drive; business outreach program & establish members-only social media/blog/ website
- **Main Street Placerville Matters update** – Lisa Crummett: Benjamin Moore using new production team; supposedly coming to town next week; may be shooting for April for painting; have a person helping us with project management; Bill will update website; already painted Nyack, New York
- **Tagline Update** – Claudia Lowe: talked about putting the process together, making the process transparent; talked about the entry form; open to all Placerville residents; hoping to roll out the contest in the next few days; hope to run it through early January; Claudia will be only person who knows who submitted entry; there will be a first-level judging panel to go through all the entries; collect the top 20, then to the final judging committee, top 9 will be finalists; prizes maybe gift certificates; winners announced on 3<sup>rd</sup> Sat ArtWalk on 2/15, 5:30pm; lots of questions/concerns; if you are on committee or a judge, you cannot enter contest; Exec Board (3 members) will judge; suggestion that Lisa Crummett be involved; guidelines never distributed; kudos for Claudia; board members want more input; suggestion that guidelines be sent out to board members; roll of exec board vs. general board membership; **Sue Rees moved that the general board see Claudia's proposal before the judging begins and that the general board be part of the final judging panel, 2<sup>nd</sup> by Annette Schoonover, motion approved with 1 abstention**
- **Third Saturday ArtWalk update** – Deb Jensen: the first ArtWalk that will be supported by the grant is the A&W Festival; went over the 3<sup>rd</sup> Sat AW "pillars" which will be October, December (Winter Solstice), February (Sweet & Spicy), May (a May parade); NEA has an Our Town grant and EDAC/City/PDA may apply for it (Deb investigating); if participating in 3<sup>rd</sup> Saturday ArtWalk, make sure to put info on EDAC ArtBeat calendar
- **Board Nominations** – Bill Robinson explained board nominations; 4 current board members need to sit off for at least one year: Bev Fraga, Mary Meader, Sue Rees and Annette Schoonover; potential nominees are Lanny Hardy, Heidi Leveroni, Sara Young, Kris Payne, Shelly Winzeler, Danielle Thorne, Barbie Villalta and Tony Granados; **Bill Robinson made motion to accept slate of nominees, Sue Rees 2<sup>nd</sup>, motion carried**

**Marketing & Events** – Lisa Crummett: In October issue of Style Magazine article and winners of various categories; Oktoberfest: rain hurt the event, but volunteers all showed up, didn't break even; we are about \$9K below our goal for the year; A&W coming up this month, tickets available, get the lights up, there will be 35 wineries; still getting tax money from city soon; 12 Days of Christmas coming up (11/29-12/12) will incur a \$75 buy in for advertising for holidays and a \$25 gift certificate; made the number for the Antique Faire & good coverage by media & good event; Sue Rees commented that having a sale during an event helped; can we cancel an event?; if a merchant participates outside, can they help promote the event?; big appreciation for Oktoberfest organizers, Jeff & Shelly Winzeler (Winesmith); Holiday Committee getting together soon and Third Saturday ArtWalk in December (Winter Solstice); comment that some businesses may not be able to donate \$75, but can do the \$25

**Treasurer's Report** – Mary Meader: \$73,623 in bank (Flower Power has about \$9K of that)

**Open Forum** – Gold Bug Mine dedicating their blacksmith shop on Sunday; Shelly Winzeler brought up idea of a "gold" coin for promotions

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the month, 8:30AM, Oct 24 at Powell's  
**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting November 7, 2013, at Cary House

# **PLACERVILLE DOWNTOWN ASSOCIATION**

## **Meeting Agenda for Thursday, November 7, 2013; 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.*

**\*\*\* PDA invites and encourages ideas from merchant PDA members on Main Street \*\*\***

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

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

### **City Report** (8:10-8:15) – Cleve Morris: Update on Herrick Building, Old City Hall, Highway 50 signs

### **Chamber Report** (8:15-8:20) – Lynzee Schram

### **Approval of Minutes**

### **Approval of Agenda**

**Information for Members** – new business at old Annieberries store location, pizza place going in next to Powell's, holiday calendar of events is available, tree lighting and merchant's open house coming up on November 29

### **Business** (8:20-8:50)

- Main Street app – Glenda Delacruz
- Results of PDA Board nominations
- Nominations for PDA Exec Board
- Economic Development Committee – Kris Payne
- Main Street Placerville Matters update
- Tagline contest update
- Third Saturday ArtWalk update – Deb Jensen

### **Marketing & Events** – Lisa Crummett (8:50-9:05)

Report on Oktoberfest, Art & Wine Festival & Trick or Treat on Main Street, Holiday committee

### **Treasurer's Report** (9:05-9:10) – Mary Meader

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

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**Next Executive Board Meeting Date:** 8:30AM, November 21, 2013, Powell's  
**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, December 5, 2013

(12-13) Bev Fraga	beviar@sbcglobal.net	626-3425	(13-14) Jill Barnes	jbarnes@cuppacoffeeandmore.com	626-9600
(12-13) Tony Granados	tonymatt6212@gmail.com	626-9161	(13-14) Hannah Darr	hannahmaydarr@yahoo.com	558-0722
(12-13) Mary Meader (Treas)	mary@pvillenews.com	622-4510	(13-14) Sheila Hill (Pres)	shill2276@yahoo.com	626-1091
(12-13) Sue Rees	knk@d-web.com	622-6205	(13-14) Claudia Lowe	iep504@yahoo.com	(916) 601-8202
(12-13) Annette Schoonover	annette3@pacbell.net	626-6369	(13-14) Jennifer Nixon (VP)	jennifer.nixon@hotmail.com	647-6248
(12-13) Jeff Thoma	heyday@sbcglobal.net	626-9700	(13-14) Bill Robinson (Sec)	whrstudios@gmail.com	306-3615
(12-13) Shelly Winzeler	shellywinz@yahoo.com	622-0516	(13-14) Paula Gendron	paulagendron@gmail.com	303-3792
(12-13) Sara Young	sarajeany@sbcglobal.net	622-4900	(13-14) Dennis Thomas	dennis@robinsonpharmacy.com	622-3186

Marketing Director: Lisa Crummett – 672-3436 (lisa@placerville-downtown.org)

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – November 7, 2013

**Roll Call & Introductions** – A quorum was present – 10/16 board members present: Tony Granados, Mary Meader, Jeff Thoma, Sara Young, Hannah Darr, Sheila Hill, Jennifer Nixon, Bill Robinson, Paula Gendron, Dennis Thomas; absent: Bev Fraga, Sue Rees, Annette Schoonover, Shelly Winzeler, Jill Barnes, Claudia Lowe

**Police Beat** – No report

**City Report** – Cleve Morris: Herrick Building is going & ideas about tenants would be Farm to Fork, some historical items/presence, will be working with city; no change with Old City Hall status; Parking Committee is re-convening (meeting on 11/14, 7pm @ Town Hall); request to check timers on parking garage

**Chamber Report** –Lynzee Schram: luncheon on 11/13 at Casino (Water Experts); mixer on 11/19 at Manzanita; next month will be gift basket auction luncheon; business directory going for next version; Jody Franklin from Visitor's Authority said they are working on next year's Visitor's Guide

**Approval of Minutes from 7/11/13 Meeting** – Minutes approved as read

**Approval of Agenda for 8/1/13 Meeting** – Changes to agenda: Wendy Goosen from Marshall Cancer Resource Center added to agenda

**Information for Members:** (Note: this is now just for members to read) new business at old Annieberries store location, pizza place going in next to Powell's, holiday calendar of events is available, tree lighting and merchant's open house coming up on November 29

### **Business**

- **Main Street app** –Stan Morris introduced Glenda Delacruz (DLC Mobile Apps rep), who spoke about a potential Main Street app in conjunction with the Placerville Discovered video (she is one of the videographers for that project), which is a 20-30 minute teaser video for Placerville & app will be promoted with posters & QR codes—they need underwriters and sponsors for the app (also had handout); Stan has concluded an inventory of all of Placerville's monuments and plaques & is available online
- **Results of PDA Board nominations** – All those nominated in October were elected to the PDA Board (Lanny Hardy, Heidi Leveroni, Sara Young, Kris Payne, Shelly Winzeler, Danielle Thorne, Barbie Villalta, Tony Granados)
- **Nominations for PDA Executive Board** – **Tony Granados nominated Sheila Hill for President, Jennifer Nixon for VP, Bill Robinson for Secretary and Hannah Darr for Treasurer, Sara Young seconded, motion carried**
- **Economic Development Committee Report** – Kris Payne: next meeting is 11/13, noon at Town Hall; working on strategy; also doing Business Outreach visits
- **Images of Hope** – Wendy Goosen: Thanks to PDA for allowing IOH to participate in the A&W Festival; lights: merchants can keep until the end of the year; Wendy put in for grant for next year to get LED lights for Main Street, Broadway & Placerville Drive; David Combellack won Mammo Man; for window contest, have IOH folks vote next year (Synapse & It's Personal tied for first, 2<sup>nd</sup> was the tree in the courtyard, and 3<sup>rd</sup> was Placerville Antiques; IOH would like to do more with PDA
- **Main Street Matters update** – subcommittee of Lisa, Matt Boyer & Wendy Thomas had conf call with Benj Moore folks; they are looking at April/May 2014 for painting; letter going out to business owners; town hall meeting in January
- **Tagline Contest update** – no movement from last month; **Bill Robinson made motion to table tagline contest until 2014 & make it a committee, Mary Meader seconded, motion carried**
- **Third Saturday ArtWalk update** – Deb Jensen: EDAC has been doing focus groups around the county & people are saying they want arts and want visible, random acts of art, public art (murals, art pieces, etc.), love all the artful things going on; EDAC going to craft a general survey and ask PDA to distribute survey; Third Saturday in December is "Winter Solstice" and want as many businesses as possible (drumming & ice sculptures around Bell Tower), theme is Fire & Ice, will have switched on lights for illuminaria on Main Street; next big artwalk will be 2/15 and will be "Sweet & Spicy" theme, exotic poetry at EDAC, spicy side of life for that night; merchants need to make sure to get happenings into EDAC ArtBeat newsletter (at [eldoradoartscouncil.org](http://eldoradoartscouncil.org)); next big artwalk is May ("May Be Parade ArtWalk")

**Marketing & Events** – Lisa Crummett: Oktoberfest made \$1300 (obj was \$6000); A&W went over by about \$4000, so about event; IOH, Fashion Show enhanced the event; Trick or Treat on Main Street was great; Festival of Lights will be 11/29 (& Merchants Open House); Toys for Tots on 12/7 & 12/8, stagecoach rides will now be 12-3pm, 12 Days of Christmas campaign will have ad in Style Magazine, merchants will give out coupons, will be 3 prizes of (each one) \$100 of Main Street gift certificates (and will be campaign identifiers); hope merchants will stay open late on Fridays & Saturdays; would like to get the drooping roofline lights taken down during holidays; will be lights around the poles & will do lights on Christmas Tree; Kris checking for lights downtown & how to get them again

**Treasurer's Report** – Mary Meader: took in \$7534

**Open Forum** – Dennis Thomas: can PDA send letter to PV Postmaster re changing time of delivery; City is looking for ways to fund parking (looking for merchants to fund it) and note that the downtown merchants were the ones who originally funded the construction of the parking garage; contact Dennis if any questions/suggestions; Danielle Thorne wants to organize flashmob for during Festival of Lights (will work with Lisa); Kris Payne talked Gold Bug Park and how they want to integrate with PDA; Davey Wisner pumped up about holidays; Lisa mentioned about 2016 Gold Panning Championships & hope to have a big parade (Flag of Nations) on 9/11/16-9/18/16

**Executive Board Meeting Date** – 3<sup>rd</sup> Thursday of the month, 8:30AM, Nov 21 at Powell's

**PDA General Meeting Dates** – 1<sup>st</sup> Thursday of the Month, 8AM; next meeting December 5, 2013, at Cary House



# **PLACERVILLE DOWNTOWN ASSOCIATION**

## **Meeting Agenda for Thursday, December 5, 2013; 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.

\*\*\* PDA invites and encourages ideas from merchant PDA members on Main Street \*\*\*

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

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

### **City Report** (8:10-8:15) – Cleve Morris: Update on Herrick Building, Old City Hall, Highway 50 signs

### **Chamber Report** (8:15-8:20) – Lynzee Schram

### **Approval of Minutes**

### **Approval of Agenda**

**Information for Members** – Winter Solstice Third Saturday ArtWalk coming up on 12/21 with illuminaria (paper bags with battery-operated small candles that merchants are asked to bring in at the end of the evening) up and down Main Street and will be closing the area around the Bell Tower for ice sculpting & drumming; Synapse Wines closing at the end of the year; Pizza Bene hopes to be open by Christmas; there has been a car stolen out of the garage; Visits with Santa on 12/7, 11am-2pm at Kiddlywinks and 12/14, 1pm-4pm at CandyStrike

### **Business** (8:20-8:50)

- Economic Development Committee – Kris Payne
- Third Saturday ArtWalk update – Deb Jensen
- Events for 2014 – Lisa Crummett
- Main Street Matters update – Lisa Crummett
- Placerville Discovered video update – Stan Morris
- Mail Delivery
- Parking Committee meeting update – Dennis Thomas
- May Day of Giving – Bill Roby

### **Marketing & Events** – Lisa Crummett (8:50-9:05)

- Festival of Lights, Parade & Holiday events update
- 2016 World Gold Panning Championships update

### **Treasurer's Report** (9:05-9:10) – Mary Meader

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

**Next Executive Board Meeting Date:** 8:30AM, December 19, 2013, Powell's

**Next PDA General Meeting Date:** 8AM – 10AM, Cary House, January 2, 2014

(12-13) Bev Fraga	bevlar@sbcglobal.net	626-3425	(13-14) Jill Barnes	jbarnes@cuppacoffeeandmore.com	626-9600
(12-13) Tony Granados	tonymatt6212@gmail.com	626-9161	(13-14) Hannah Darr	hannahmaydarr@yahoo.com	558-0722
(12-13) Mary Meader (Treas)	mary@pvillenews.com	622-4510	(13-14) Sheila Hill (Pres)	shill2276@yahoo.com	626-1091
(12-13) Sue Rees	knk@d-web.com	622-6205	(13-14) Claudia Lowe	iep504@yahoo.com	(916) 601-8202
(12-13) Annette Schoonover	annette3@pacbell.net	626-6369	(13-14) Jennifer Nixon (VP)	jennifer.nixon@hotmail.com	647-6248
(12-13) Jeff Thoma	heyday@sbcglobal.net	626-9700	(13-14) Bill Robinson (Sec)	whrstudios@gmail.com	306-3615
(12-13) Shelly Winzeler	shellywinz@yahoo.com	622-0516	(13-14) Paula Gendron	paulagendron@gmail.com	303-3792
(12-13) Sara Young	sarajeany@sbcglobal.net	622-4900	(13-14) Dennis Thomas	dennis@robinsonpharmacy.com	622-3186

Marketing Director: Lisa Crummett – 672-3436 (lisa@placerville-downtown.org)

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – December 5, 2013

**Roll Call & Introductions** – A quorum was present – 9/16 board members present: Bev Fraga, Mary Meader, Annette Schoonover, Sara Young, Jill Barnes, Hannah Darr, Jennifer Nixon, Bill Robinson, Dennis Thomas; absent: Tony Granados, Sue Rees, Jeff Thoma, Shelly Winzeler, Sheila Hill, Claudia Lowe, Paula Gendron

**Police Beat** – Chief Heller: SHIELD putting green sheet reminders on cars to remind about not leaving valuables in cars; Placerville's National Night Out was #1 in CA and US for cities under 15,000 residents; car was stolen from garage; suggestion made to have Nixle also put out messages about fires that affect traffic too

**City Report** – Pierre Rivas: There will be scaffolding for the next couple months; nothing new about old city hall; the Highway 50 signs are on CalTrans property; Cleve & Lisa still need to talk about signs

**Chamber Report** –Lynzee Schram: Tuesday next week there will be a joint mixer at Henry's Steak House at the Casino; on Wednesday, there will be a joint luncheon at Office of Education; installation dinner is next Thursday at Sequoia 5:30-7:30; on 12/15, ice skating rink will open

**Approval of Minutes from 7/11/13 Meeting** – Minutes approved as read

**Approval of Agenda for 8/1/13 Meeting** – Agenda approved

**Information for Members:** This information was on the 12/5 agenda for members/meeting attendees to read

### **Business**

- **Economic Development Committee** – Kris Payne: reported on 11/15 meeting: Herrick Building progress, want someone from this committee to go to County Committee; had Buxton presentation; moving from vision to details on the committee; went through the goals; would like people to attend the meetings (3<sup>rd</sup> Friday of each month)
- **Third Saturday ArtWalk update** – Lisa Crummett (reporting for Deb Jensen): talked about the big 3<sup>rd</sup> Saturday ArtWalks this year and next—October's A&W Festival, December's Winter Solstice ArtWalk, next February's "Sweet & Spicy" and the "May Be Parade" on May 17; can use more people on AW committee to help
- **Main Street Matters update** – Lisa Crummett: letters going out to merchants & owners tomorrow; painting is tentatively set for April 2014; buildings between Sacramento Street and Bedford; will be community meeting on January 30<sup>th</sup> at Town Hall (6pm) with Benjamin Moore rep & MSM committee members & public
- **Placerville Discovered video update** – Stan Morris: nothing new to report
- **Mail Delivery** – Bill Robinson: Bill read the letter sent to the Placerville PO and Dennis spoke about issue re getting mail delivered earlier to merchants
- **Parking Committee** – Dennis Thomas: 7-person committee met, went over how it is functioning now, how much money to we really need and who is going to pay for parking lot/garage maintenance; first meeting to just try and understand issues
- **May Day of Giving** – Bill Robinson: Bill spoke in place of Bill Roby to give a very high-level overview of the May Day of Giving next year (5/6/2014)
- **Events for 2014** – Lisa Crummett: Lisa handed out list of 2014 proposed PDA events and went through the 3 sections: Placerville Downtown Association Events, Co-Sponsored Events and/or Non-PDA Events and New Events; concern expressed about May Be Parade in May and request was made for more info from Deb Jensen @ next meeting re marketing & outline of event; people felt that events should either make \$\$ or be good publicity for downtown (or could we get organization to maybe sponsor a flower basket?); **Dennis Thomas moved to accept all events except May Be Parade, Jill Barnes 2<sup>nd</sup>, all board members attending approved**  
**Discussion:** Dennis Thomas made comment that it is up to Executive Board to direct Lisa about whether events can be done and the committees need to be working committees; discussion about various areas of Main Street doing their own thing ("micro areas"); how to promote PDA members; have one business owner each month to talk about their business? Maybe Featured Merchants come to meetings and talk about their business; talked about going around Main Street and seeing what's there; put newer pictures on website

**Marketing & Events** – Lisa Crummett: Festival of Lights was great and very well attended, Hot cocoa made about \$1K, don't know about if games worthwhile; parade went well; Toys for Tots collection this weekend at Bell Tower (12/7 & 12/8); Visits with Santa on 12/7 & 12/14; Winter Solstice on 12/21; 12 Days of Christmas until 12/12; 2016 World Gold Panning Championships coming in 2016 (downtown will have parade and opening day ceremonies) & sponsorship info coming;

**Treasurer's Report** – Mary Meader: \$75K in bank (need this to carry us to Brewfest in June) and \$7K goes to Flower Basket project

**Open Forum** – Heidi Leveroni: Painted Owl is doing gift-wrapping and donating some of proceeds to Main Street Flower Baskets; there is a move afoot to enhance the Main Street Matters by including other efforts; Bill Robinson talked about Small Wonders show at Gold Country Artists Gallery

**Next Executive Board Meeting Date** – Dec 19, 8:30am at Powell's  
**Next PDA General Meeting Date** –Jan 9, 2014, 8:00 am at The Cary House