

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, January 9, 2014; 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 – Café Luna is now The Levee, Pizza Bene will open after the first of the new year, Synapse Wines & Zia's gone at end of 2013, Sierra Western Wear located at corner of Main & Sacramento St.; Lisa Crummett wishes to thank all the merchants for their generosity & support in 2013 and beyond!

Business (8:20-8:50)

- May Day of Giving – Bill Roby
- Board members need to work on 2 event committees & these committees need more volunteers: Brewfest, Craft Faire, Holiday, Tagline
- MSM Community meeting on 1/30/14, 6pm, Town Hall – Matt Boyer
- Sweet & Spicy ArtWalk in February – Deb Jensen & Lisa Crummett
- Discuss combining Main Street Matters Reveal & May Be Parade events – Deb Jensen & Lisa Crummett
- Flower Power update
- Economic Development Committee – Kris Payne

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

- Holiday events update
- Sweet & Spicy ArtWalk – February 15, 5-8pm
- Girl's Night Out – April 11, 6-9pm
- Meet with committees in January & discuss event budgets

Treasurer's Report (9:05-9:10) – Hannah Darr

Open Forum (9:10-9:30)

Next Executive Board Meeting Date: 8:30AM, January 23, 2014, Powell's
Next PDA General Meeting Date: 8AM – 10AM, Cary House, February 6, 2014

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|-----------------------------|--------------------------------|----------------|-------------------------|-----------------------------|----------|
| (13-14) Jill Barnes | jbarnes@cuppacoffeeandmore.com | 626-9600 | (14-15) Tony Granados | Tonymatt6212@gmail.com | 626-9161 |
| (13-14) Hannah Darr | hannahmaydarr@yahoo.com | 558-0722 | (14-15) Lanny Hardy | lanny@caryhouse.com | 622-4271 |
| (13-14) Sheila Hill (Pres) | shill2276@yahoo.com | 626-1091 | (14-15) Heidi Leveroni | info@the-painted-owl.com | 621-1886 |
| (13-14) Claudia Lowe | iep504@yahoo.com | (916) 601-8202 | (14-15) Kris Payne | paykris@hughes.net | 626-6474 |
| (13-14) Jennifer Nixon (VP) | jennifer.nixon@hotmail.com | 647-6248 | (14-15) Danielle Thorne | mrsdaniellethorne@gmail.com | 303-3190 |
| (13-14) Bill Robinson (Sec) | whrstudios@gmail.com | 306-3615 | (14-15) Barbie Villalta | vilaltabarbie@gmail.com | 957-1958 |
| (13-14) Paula Gendron | paulagendron@gmail.com | 303-3792 | (14-15) Shelly Winzeler | shellywinz@yahoo.com | 622-0516 |
| (13-14) Dennis Thomas | dennis@robinsonsparmacy.com | 622-3186 | (14-15) Sara Young | sarajeany@sbcglobal.net | 622-4900 |

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

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – January 9, 2014

Roll Call & Introductions – A quorum was present – 10/16 board members present: Jill Barnes, Hannah Darr, Bill Robinson, Paula Gendron, Lanny Hardy, Kris Payne, Danielle Thorne, Barbie Villalta, Shelly Winzeler, Sara Young; absent: Sheila Hill, Claudia Lowe, Jennifer Nixon, Dennis Thomas, Tony Granados, Heidi Leveronia

Police Beat – Chief Heller: Police going back through their 2nd-Hand dealer licenses—some folks may get letters;

City Report – Pierre Rivas: Herrick Building is awaiting replacement of roof; Old City Hall: there is now a lease agreement with Vindler & Associates (they approached the city about it) on the “mustard” side; nothing to report yet re Highway 50 signs

Chamber Report –Lynzee Schram: Hangtown Holdem coming up 1/26 at the fairgrounds & looking for raffle prizes; next mixer is coming up on 1/28, 5:30-7:30pm ; El Dorado Epicurean coming up this month (tickets and itineraries available online at eldoradocounty.org; 2 group familiarization tours coming, Jan 18 & 27 & in coming year Chamber wants to discuss logistics and strategy for future fam tours.

Approval of Minutes from 12/5/13 Meeting – Minutes approved as read

Approval of Agenda for 1/9/14 Meeting – Agenda approved

Information for Members: This information was on the 1/9 agenda for members/meeting attendees to read

Business

- **May Day of Giving** – Bill Roby from the El Dorado Community Foundation did not attend to talk about this
- **PDA Board members need to work on 2 event committees** & the committees that need more volunteers are Brewfest, Craft Faire, Holiday & Tagline; Lisa has list of all the meetings for this month, along with all the events that were approved and committee sign-up form
- **Main Street Matters community meeting** – Lisa introduced Matt Boyer who is heading up the MSM committee & he talked about various aspects about the Paint What Matters project: Benjamin Moore (BM) has had change in management of the project, Placerville has MSM committee with mainly Lisa, Matt and Wendy Thomas on a regular basis & the MSM committee has met a few times too; facts: BM is repainting portions of 20 towns around the US & Canada, Matt did inventory of buildings on Main Street (facade & aerial photos); BM will be looking at buildings Sacramento St. to Bedford Street specifically, with east of Bedford & west of Sacramento St. not part of what BM would do (but some painting may happen there separately—that’s TBD); business owners & tenants will be contacted by BM; BM has to test all facades for lead-based paint; after that, BM will come back & tell us what they will paint; there is a 1st story vs. 2nd story question; pledge form also available; also trying to get other vendors involved for potential discounts on things like awnings; community meeting is on 1/30/14, 6-9pm, at Town Hall; painting tentatively scheduled for end of April; have gotten some pledge forms back; BM will have vouchers for about \$10/gallon off for other painting that might be done
- **Combining MSM Reveal & May Be Parade** – Lisa Crummett & Deb Jensen: may be connect with “May Be” parade & the MSM Reveal Party? Working of Cal Arts Council grant in partnership with EDAC, PDA & City of Placerville; Deb handed out draft of “May Be Parade” flyer & entry forms; idea of the May Be parade is to cap off the end of the grant period with a human parade & possibly combine it with the MSM Reveal event; potential dates are 5/10, 5/31 & thought is later in month would be better; MSM committee meeting is 1/28; **Shelly Winzeler made motion to combine May Be Parade & MSM Reveal , Jill Barnes seconded, motion approved**
- **Sweet & Spicy ArtWalk in February** – restaurants spearheading effort with spicy appetizers, galleries involved with related activities, for S&S AW, have about \$2K for advertising & \$2K for music; businesses should let Lisa know what they are doing
- **Flower Power update** – have about \$7800 in account and spent money this year for liners, watering, gardener; will have fundraising effort; would like to expand the exhibit if we can raise enough money
- **Economic Development Committee** – Kris Payne: PEAC is implementing strategy, plan not on city website yet; will start talking about individual goals at next month’s PDA meeting

Marketing & Events – Lisa Crummett: Holiday events update: 39 businesses opted in; had lots of slips; 3 gift-baskets (\$300 each in gift certificates) awarded; very busy downtown, better than last year; Sweet & Spicy ArtWalk is on 2/15; Girl’s Night Out is on April 11; there are meetings with committees in January to discuss event budgets

Treasurer’s Report – Hannah Darr: have \$76,208.50 in account

Open Forum – Angela Anderson brought up the neighborhood call tree (Angela volunteered); it would be great if we could all collaborate and buy candy for Halloween wholesale (maybe donations at a central point)—Shelly Winzeler & Angela volunteered to work on the Halloween candy ideas; Kirk Smith has proposal for more parking & will talk about it at the February meeting; sign up for Nixle (on City’s website) to get alerts about things happening around the city that affect traffic/people; Kris Payne talked about Sierra Nevada Energy Watch and low-cost lighting (LEDs), Kris would like to get him on the PDA agenda at some point

Next Executive Board Meeting Date – Jan 23, 8:30am at Powell’s
Next PDA General Meeting Date –Feb 6, 2014, 8:00 am at The Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, February 6, 2014; 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, *Preserve America Communities* designation update

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

Approval of Minutes

Approval of Agenda

Information for Members – Grapes & Ivy has moved from old Annieberries location to vacated Rincon Gallery location; Pizza Bene should open soon; WealthGuard Advisors has purchased Phil Berry building and will be moving there from Placerville Drive

Business (8:20-8:50)

- Day of Giving in May – Bill Roby
- Sweet & Spicy ArtWalk in February – Deb Jensen & Lisa Crummett
- Main Street Matters update – Matt Boyer & Lisa Crummett
- Discussion & vote on date of Main Street Matters Reveal Party & MayBe Parade
- New health regulations and impact on events – Lisa Crummett
- 2014 event budget presentation – Lisa Crummett
- Replacement needed for PDA Board member
- Economic Development Committee – Kris Payne
- Potential for more parking – Kirk Smith

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

- Sweet & Spicy ArtWalk – February 15, 5-8pm
- Girl's Night Out – April 11, 6-9pm
- 2016 Gold Panning championship

Treasurer's Report (9:05-9:10) – Hannah Darr

Open Forum (9:10-9:30)

Next Executive Board Meeting Date: 8:30AM, February 20, 2014, Powell's

Next PDA General Meeting Date: 8AM – 10AM, Cary House, March 6, 2014

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

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – February 6, 2014

Roll Call & Introductions – A quorum was present – 10/16 board members present: Jill Barnes, Hannah Darr, , Sheila Hill, Bill Robinson, Paula Gendron, Dennis Thomas, Lanny Hardy, Heidi Leveroni, Kris Payne, Barbie Yeager; absent: Claudia Lowe, Jennifer Nixon, Tony Granados, Danielle Thorne, Shelly Winzeler, Sara Young

Police Beat – Chief Heller: went over some end of year crime stats—personal property stats up; hoping to hire detective and working more with social media and a reserve program; call police department about skate-board problems; SSSS—see something say something

City Report – Cleve Morris: Herrick Building working in inside and had to get replacement roofing material as originally ordered items were wrong; re Old City Hall—trying to figure out whether to restore it or sell it & Vindler RE is leasing one side of building; Highway 50 signs: met with Lisa & talking about it; Preserve America Community update: Federal program that has not been funded (did provide one sign and will order another); business outreach visits are happening (call if interested); there was a workshop on 1/23 about capital improvements & looked at needs—considering a sales tax initiative to finance roads and parking facilities

Chamber Report –Lynzee Schram: next business luncheon next Wednesday (2/12/14) to talk about new tax regulations; next mixer on 2/25 at It's Personal; Business Showcase on 3/14 and booths are available

Approval of Minutes from 1/9/14 Meeting – Minutes approved as read

Approval of Agenda for 2/6/14 Meeting – Agenda approved

Information for Members: This information was on the 2/6 agenda for members/meeting attendees to read

Business

- **May Day of Giving** – Bill Roby from the El Dorado Community Foundation did not attend to talk about this
- **Sweet & Spicy ArtWalk in February** – Deb Jensen: coming up on 2/15 and many restaurants participating in appetizer contest & there will be several musicians in businesses; also info on the PDA website and flyers going around
- **Main Street Matters update** – Lisa Crummett & Matt Boyer: Lisa spoke about the 1/30 meeting and introduced Matt Boyer; Matt handed out notes from the 1/30 meeting and will have a draft of a plan at the next community meeting; talked about the property owners and lead testing; Kirk Smith asked about including the Historical Preservation Committee in the process; no permitting needed for painting & awnings, but might need permit for other types of work; Old Town Hall may be included; backs of buildings will not be part of Benjamin Moore project but may be done at the same time
- **Discussion & vote on date of Main Street Matters Reveal Party & Maybe Parade** – **Barbie Yeager made a motion to combine have the Main Street Matters kick-off event on 4/16 and have the Main Street Matters Reveal party and the May Be Parade on 5/24, seconded by Jill Barnes, motion approved.**
- **New health regulations and impact on events** – Lisa Crummett: El Dorado County is enforcing permitting (\$141/day) for all people participating on Main Street selling food items so since this would cost each barbecue team \$141, recommendation by committee is not to do that contest during the Wagon Train event; if not for \$\$, would do it and Cleve offered to talk with county BOS; **Kris Payne made motion that for 2014 Wagon Train event that PDA not sponsor an event on Main Street this year (no rib cook-off), Heidi Leveroni 2nd motion; after discussion, Kris amended his motion so that the Executive Board would make the decision to go forward or not at the Executive Board meeting on 2/20/14 if new information is forthcoming from Cleve; motion passed**
- **2014 event budget presentation** – Lisa Crummett: Lisa went through budget document; Flower Baskets may not happen this year due to drought concerns but would want to still raise funds for it (would need to “spin” it in a good way); vote on budget next month
- **Replacement needed for PDA Board member** – Bill Robinson: we need replacement for PDA Board member Claudia Lowe (the remainder of her term, which ends at the end of 2014); will vote on it next month; if anyone interested, let Bill know
- **Economic Development Committee** – Kris Payne: short report by Kris re business visits
- **Potential for more parking** – Kirk Smith: showed map of downtown with area of Reservoir Street highlighted (where potential parking area could be); possibly apply for grant money or increase taxes to pay for; Kirk owns property that he would donate to city for a parking lot & maybe other owners would sell property adjacent at cost and city would build parking area

Marketing & Events – Lisa Crummett: Sweet & Spicy ArtWalk on 2/15 (there is a webpage for it on PDA website); Girl's Night Out on 4/11; 2016 World Gold Panning Championship (committee is meeting & beginning now); need to fill out committees & Bill will find out website and send it out; PDA will be in charge of parade downtown

Kacie's Ride for Hope – Pat Barron: thanks to PDA for supporting; had 371 cycles last year & 450 registered; this year is 9th annual; asked how to make it better for downtown; suggestions: encourage participants to go into businesses, stress during committee meetings; we can put flyers in windows, promote on FB, put PDA logo on Kacie's website; what is benefit to businesses (anything Kacie's Ride can do to promote downtown businesses would help); time slot is 7am-12pm; can event be changed eventually, have merchants out on street, goodie bags, welcome sign; Pat went over what goes on for the day and who \$\$ goes to (The Center—\$20K last year); ride starts in Placerville & goes up 50 to 89 south to Hope Valley and back Iron Mountain Road to Diamond Springs at end of day; Sheila will contact Pat

Treasurer's Report – Hannah Darr: have \$72,803.97 in account

Open Forum – no time!

Next Executive Board Meeting Date – Feb 19, 8:30am at Powell's
Next PDA General Meeting Date –Mar 6, 2014, 8:00 am at The Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, March 6, 2014; 8AM – 10AM Cary House

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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, Highway 50 signs, info re paving Main Street, info re possible sales tax increase

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

Approval of Minutes

Approval of Agenda

Information for Members – Fountain Grill has sold; Pizza Bene is open(?); Main Street Matters community meeting is on 3/24, 7-9pm, at the El Dorado County Board of Education; you can see updates to the Main Street Matters project at placervilledowntown.com

Business (8:20-8:50)

- Day of Giving in May – Megan Buchanan
- Main Street Matters update – Matt Boyer & Lisa Crummett
- Main Street Matters Reveal Party & MayBe Parade change & ArtWalk report – Barbie Yaeger
- 2014 event budget vote
- Nomination & vote for replacement PDA Board member
- Historic District designation – City Historical Advisory Committee
- Tagline update – Annette Schoonover & Jill Barnes
- Economic Development Committee – Kris Payne

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

- Cider Press information
- Sweet & Spicy ArtWalk report
- Girl's Night Out – April 11, 6-9pm
- Flower Basket update
- Wagon Train update
- 2016 Gold Panning championship

Treasurer's Report (9:05-9:10) – Hannah Darr

Open Forum (9:10-9:30)

Next Executive Board Meeting Date: 8:30AM, March 20, 2014, Powell's

Next PDA General Meeting Date: 8AM – 10AM, Cary House, April 3, 2014

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PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – March 6, 2014

Roll Call & Introductions – A quorum was present – 12/16 board members present: Jill Barnes, Hannah Darr, Sheila Hill, Jennifer Nixon, Bill Robinson, Paula Gendron, Lanny Hardy, Heidi Leveroni, Kris Payne, Danielle Thorne, Barbie Yeager, Sara Young; absent: Claudia Lowe, Dennis Thomas, Tony Granados, Shelly Winzeler

Police Beat – No report

City Report – Cleve Morris: **Highway 50 signs** – some progress; **Herrick Building** – doing work on inside; **potential sales tax initiative** – phone survey going on over next couple weeks about potentially increasing sales tax to fix roads, parking facility, old City Hall, and a new police station (survey will also be on City's website); **paving Main Street** will be happening at some point from Sacramento Street to Bedford (including Center Street and Stagecoach Alley); Cleve et al went over map to show where and what would be happening; will be in compliance with the Main Street plan that was approved in 2005; work may be done at night; will replace all water service lines (sewer lines ok); timeline to be done is potentially August through October; city wants PDA input & will put some potential scenarios together and schedule a night meeting for April to get input from PDA members as to potential time frames to do the work; there will be "bulb-outs" at a couple of the crosswalks for safety (all crosswalks will be made ADA-compliant)

Chamber Report – Lynzee Schram: Business Showcase is on Friday, 3/14, 4pm-8pm at the fairgrounds

Approval of Minutes from 1/9/14 Meeting – Minutes approved as read

Approval of Agenda for 2/6/14 Meeting – Agenda approved

Information for Members: This information was on the 3/6 agenda for members/meeting attendees to read

Business

- **May Day of Giving** – Megan Buchanan: spoke about the "May Day of Giving" event that will be happening on Tuesday, May 6; El Dorado Community Foundation (EDCF) is spearheading this event ("Give Where You Live") and it will have lots of media attention prior to the event; will enable people to donate to many non-profits in El Dorado County (each non-profit will have their own web page); EDCF is facilitating, but not getting any \$\$ from this
- **Main Street Matters update** – Lisa Crummett: on 2/7 (day after last PDA meeting on 2/6) in conference call with Benjamin Moore & MSM committee, Benjamin Moore pushed out painting of Main Street until June (roughly June 2-16); will have Reveal celebration on Saturday, June 21; next MSM community meeting update is on Monday, March 24, 7-9pm at the ED County Board of Education meeting room
- **MSM Reveal party & MayBe Parade change & ArtWalk report** – Lisa Crummett: since Reveal party had to change and the EDAC grant ends at the end of May, had to mix combining Reveal Party & MayBe Parade (which was originally going to be on 5/24); a scaled-down MayBe Parade will be during the 5/17 ArtWalk in and around the Bell Tower and on the sidewalks; might have painting of murals on windows, will have a Wilderness theme (it's the 50th anniversary of the 1964 Wilderness Act); there is an update page about MSM on the PDA website
- **2014 Event Budget vote** – Lisa Crummett: have decided not to do rib cook-off; *Kris Payne made motion to do the Wagon Train on Main event without the Rib cook-off and close Main Street from 11:30am-3pm [on 6/7], Sara Young 2nd, all attending PDA Board members approved; Heidi Leveroni made motion to approve the 2014 event budget, Lanny Hardy 2nd, all attending PDA Board members approved*
- **Nomination & vote for replacement PDA Board member** – *Jill Barnes nominated Sharon Haun (from Sharon's Cottage) to be PDA Board member, Sara Young 2nd, all attending PDA Board members approved*
- **Historic District Designation** – City Historical Advisory Committee: showed video about proposal to make Main Street a Historic District; process is initiated by City Council and Planning Commission is involved too, who are now taking comments about this potential designation (there are already 4 Historic Districts in Placerville, but Main Street is not one yet); there is a joint meeting with the Planning Commission on 3/18, 6pm at Town Hall
- **Tagline update** – Jill Barnes & Annette Schoonover: working on it and will have info at April PDA meeting
- **Economic Development Committee** – Kris Payne: no report

Marketing & Events – Lisa Crummett: Cider Press is soliciting for ads (PDA has anchor page) for \$375; Sweet & Spicy ArtWalk went great; deadline coming up on 3/8/14 for Girl's Night Out (had 45 participants last year) & if not enough applicants this year, may not have event next year; theme is "Fabulous Fifties"; Flower Basket update: will continue fundraising, will not have baskets this year due to drought, may have posters; 2016 Gold Panning Championship: PDA will be responsible for 'Parade of Nations' and will need to raise funds for that; Brewfest: have 31 breweries so far; postcards coming very soon; Music in the Courtyard is NOT happening this year

Treasurer's Report – Hannah Darr: have \$70,044 in account

Open Forum – Kris Payne talked about the El Dorado Western RR every Sunday (11am-3pm) either in Shingle Springs or El Dorado (schedules at Placerville News); Heidi Leveroni mentioned the 'Doors of Opportunity' at EDAC; Jill Barnes mentioned the article in the Sunday, 3/2 SF Chronicle about El Dorado County (available online at sfchronicle.com)

Next Executive Board Meeting Date – March 20, 8:30am at Cuppa Coffee & More

Next PDA General Meeting Date – April 3, 2014, 8:00 am at The Cary House

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Meeting Agenda for Thursday, April 3, 2014; 8AM – 10AM Cary House

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

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

City Report (8:10-8:15) – Cleve Morris: Highway 50 signs, update on paving Main Street, update on sales tax increase

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

Approval of Minutes

Approval of Agenda

Information for Members – FeatherBrains has closed; H’Art Lounge is open at old Synapse Wines location; Pizza Bene will be open soon; Brewfest hosts wanted for 6/28, \$50 fee to Redneck Bling or Placerville News

Business (8:20-8:50)

- Internet tour of Main Street buildings – Jacob Gray (4H project)
- Day of Giving in May – Megan Buchanan
- Update on Herrick Building – Sue Taylor
- Main Street Matters update – Matt Boyer & Lisa Crummett
- MayBe ArtWalk report – Moira Magneson
- Need replacement PDA Board member (nomination & vote in May)
- Tagline update – Annette Schoonover & Jill Barnes
- Economic Development Committee & Historic District designation update– Kris Payne

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

- Calendar of Events
- Girl’s Night Out – Friday, April 11, 6-9pm
- Hangtown Car Show – Sunday, 5/18, 9am-3pm
- Flower Basket update
- Wagon Train update – Saturday, June 7, 12-3pm
- Main Street Matters Reveal Party – Saturday, 6/21
- Brewfest – Saturday, 6/28, 6-9pm
- 2016 Gold Panning championship

Treasurer’s Report (9:05-9:10) – Hannah Darr

Open Forum (9:10-9:30)

Next Executive Board Meeting Date: 8:30AM, April 17, 2014, Powell’s
Next PDA General Meeting Date: 8AM – 10AM, Cary House, May 1, 2014

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| (13-14) Bill Robinson (Sec) | whrstudios@gmail.com | 306-3615 | (14-15) Barbie Yeager | barbjordanyeaager@gmail.com | 957-1958 |
| (13-14) Paula Gendron | paulagendron@gmail.com | 303-3792 | (14-15) Shelly Winzeler | shellywinz@yahoo.com | 622-0516 |
| (13-14) Dennis Thomas | dennis@robinsonsparmacy.com | 622-3186 | (14-15) Sara Young | sarajeany@sbcglobal.net | 622-4900 |

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

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – April 3, 2014

Roll Call & Introductions – A quorum was present – 12/16 board members present: Jill Barnes, Hannah Darr, Sheila Hill, Jennifer Nixon, Bill Robinson, Dennis Thomas, Tony Granados, Lanny Hardy, Heidi Leveroni, Kris Payne, Danielle Thorne, Sara Young; absent: Sharon Haun, Paula Gendron, Barbie Yaeger, Shelly Winzler

Police Beat – Sgt. Carl Bialorucki: Another homeless camp cleanup this coming Sunday; April is Distracted Driver Awareness Month; recent arrests of 3 local 18-year-olds by SLT PD for car thefts; PVPD want calls about suspicious people on Main Street; comments about Eldoradowatch.com and some “not-vetted” information—PVPD is focusing on bike trail too; PVPD is down by 3 people

City Report – Cleve Morris: be aware of the fact that sometimes information that is spread around is not always accurate—sign up for Nixle; will be an ‘Open House’ at Town Hall on 4/29, 6-8pm, will talk about pros & cons of Historic District, paving of Main Street scenarios, potential half-cent sales tax increase—will not be a group meeting, but will have ‘stations’ where people can congregate to talk about these items; no update on Highway 50 signs

Chamber Report – Jody Franklin: recently got grant from transportation commission for El Dorado Stay-in-Place Shuttle for transporting groups to and from local events (will pay for transportation to/from event to lodging in El Dorado County); have lots of media requests about ‘mosaics’ and gold panning; visitor’s guide coming out next month; ED Visitor’s Authority will be debuting a new website towards end of April; Lynzee Schramm: will be the monthly business luncheon next Wednesday (4/9) at Red Hawk Casino; next mixer will be 4/22 at Affordable Furniture & Blinds

Approval of Minutes from 1/9/14 Meeting – Minutes approved as read

Approval of Agenda for 2/6/14 Meeting – Agenda approved

Information for Members: This information was on the 4/3 agenda for members/meeting attendees to read

Business

- **Internet Tour of Main Street Buildings** – Jacob Gray (4H Project): presented information about and demo of the Internet tour that they created (available at <http://gemp.edc.gov.us/MainStreetPlacerville/index.html#map>)
- **Day of giving in May** – Megan Buchanan: EDCF is facilitating the ‘Give Where You Live’ day of giving all day on Tuesday, May 6 (24 hours), to enable giving to about 40 non-profits in El Dorado County, including the PDA Flower Baskets and the Placerville Art on Parade (Banners); people will be able to give via texting, in person at El Dorado Savings or the EDCF office, or by going to eldoradocf.org and giving directly on the website; there is also a FB page at
- **Update on Herrick Building** – Sue Taylor: Sue did not attend but lots of questions came up about when the scaffolding would be coming down; permit goes through 7/1/14; would be helpful if merchants from PDA would send letters to City Manager (Cleve Morris) re getting the scaffolding down; lots of discussion; pro: very significant historic update; con: businesses on the west end hurting because of it
- **Main Street Matters update** – Lisa Crummett: went over info about community meeting on 3/24; Benjamin Moore Rep (Alison Selle) will be here week of 4/14 and will be set up in old Courtyard Café to talk with business & property owners; going out to bid to painters this week; kick off event on 6/2 & beginning of painting; will be a 3rd community meeting later in April (date/time/place TBD); supplemental ideas may come later as painting is most important
- **MayBe ArtWalk report** – Moira Magnuson: since the Main Street Matters got moved to June, had to de-couple MayBe Parade from Main Street Matters; so, MayBe Parade event will be concentrated around the Bell Tower during 3rd Saturday ArtWalk on May 17; will have drummers, dancers; will have some business windows with murals (Vladimir Kovalic & Leah Delmer are spearheading this); looking for donations of money to offset cost of paint—mural painting to be donated; theme is “Wilderness”
- **Need replacement PDA Board member (nomination & vote in May)** – this is for replacement for Shelly Winzler
- **Tagline update** – Annette Schoonover & Jill Barnes: talked about the ‘Main Street Tagline Promotion’ happening between 4/11/14 and 5/11/14; entry forms available at businesses (4/11-5/11); winning tagline entry will receive 2 tickets to the Brewfest & Art & Wine Festival; contact Annette, Jill or Lisa about details
- **Economic Development Committee & Historic District designation update** – Kris Payne: spoke of the business visits by the committee; also spoke about the strategies; want to have Main Street to be hub historic district and will be talked about more at meeting on 4/29/14

Marketing & Events – Lisa Crummett: calendar of events is available; Girls Night Out is coming up on Friday, 4/11, 6-9pm and 42 merchants have signed up with 27 participating in scavenger hunt, merchants can turn in prizes for gift baskets at Redneck Bling or at It’s Personal, area around Bell Tower will be closed, will have programs next week, PDA doing fundraiser at Bell Tower, dance demonstrations, Hula Hoops, etc.; car show on 5/18; because of the drought, there will be no flower baskets this year; Wagon Train is happening on 6/7 with server’s races & close the street for 3 hours; Main Street Matters reveal party on 6/21; Brewfest on 6/28; Gold Panning Championships in 2016 (Kris Payne gave details); Banners are available for artists to pick up at Redneck Bling: theme is “Wilderness” (Kris also stated that this is also the 150th anniversary of the State Parks and 150th anniversary of Yosemite

Treasurer’s Report – Hannah Darr: have \$67,205.13 in account

Open Forum – H.Art Lounge (new business) at old Synapse Wines location is now open and is a “Paint & Sip” business for people to do art projects; Bill Robinson mentioned that Gold Country Artists Gallery has just released their cookbook, “Food & Art”

Next Executive Board Meeting Date – April 17, 8:30am at Cuppa Coffee & More

Next PDA General Meeting Date – May 1, 2014, 8:00 am at The Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, May 1, 2014; 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: Highway 50 signs, report on 4/29/14 meeting

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

Approval of Minutes

Approval of Agenda

Information for Members – Brewfest hosts wanted for 6/28 (\$50 fee to PDA & deliver to Redneck Bling or Placerville News); Dedrick's Cheese moving to old Zia's location;

Business (8:20-8:50)

- Day of Giving in May – Megan Buchanan
- Update on Herrick Building – Sue Taylor
- Main Street Matters update – Lisa Crummett
- Maybe Something Wild ArtWalk (5/17) report – Moira Magneson
- Nomination and vote for replacement PDA Board member
- Tagline update – Annette Schoonover & Jill Barnes
- Economic Development Committee update – Kris Payne

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

- Girl's Night Out – Friday, April 11, 6-9pm
- Hangtown Car Show – Sunday, 5/18, 9am-3pm
- First Brush Stroke event – Monday, June 2
- Wagon Train update – Saturday, June 7, 12-3pm
- Main Street Matters Reveal Party – Saturday, 6/21
- Brewfest – Saturday, 6/28, 6-9pm
- 2016 Gold Panning championship

Treasurer's Report (9:05-9:10) – Hannah Darr

Open Forum (9:10-9:30)

Next Executive Board Meeting Date: 8:30AM, May 22, 2014, Powell's
Next PDA General Meeting Date: 8AM – 10AM, Cary House, June 5, 2014

| | | | | | |
|-----------------------------|--------------------------------|----------|-------------------------|-----------------------------|----------|
| (13-14) Jill Barnes | jbarnes@cuppacoffeeandmore.com | 626-9600 | (14-15) Tony Granados | Tonymatt6212@gmail.com | 626-9161 |
| (13-14) Hannah Darr (Treas) | hannah@getredneckbling.com | 558-0722 | (14-15) Lanny Hardy | lanny@caryhouse.com | 622-4271 |
| (13-14) Sheila Hill (Pres) | powellssteamer@gmail.com | 626-1091 | (14-15) Heidi Leveroni | info@the-painted-owl.com | 621-1886 |
| (13-14) Sharon Haun | pastorzane@aol.com | 344-7832 | (14-15) Kris Payne | paykris@hughes.net | 626-6474 |
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| (13-14) Bill Robinson (Sec) | whrstudios@gmail.com | 306-3615 | (14-15) Barbie Yeager | barbjordanyeager@gmail.com | 957-1958 |
| (13-14) Paula Gendron | paulagendron@gmail.com | 303-3792 | (14-15) OPEN | '-----' | '-----' |
| (13-14) Dennis Thomas | dennis@robinsonpharmacy.com | 622-3186 | (14-15) Sara Young | sarajeany@sbcglobal.net | 622-4900 |

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

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – May 5, 2014

Roll Call & Introductions – A quorum was present – 12/16 board members present: Jill Barnes, Hannah Darr, Sheila Hill, Jennifer Nixon, Bill Robinson, Tony Granados, Lanny Hardy, Heidi Leveroni, Kris Payne, Barbie Yeager, Shelly Winzeler, Sara Young; absent: Sharon Haun, Paula Gendron, Dennis Thomas, Danielle Thorne

Police Beat – Chief Heller: Working on strategic plan to have ready by this summer; trying to increase grant funding (& getting a new patrol vehicle due to one grant win); spoke of recent arrests

City Report – Cleve Morris: Highway 50 signs – hoping to hear back from sign company soon about signs; report on 4/29/14 meeting – paving of Main Street will be next spring (2015), will do design in fall/winter this year, may do utility work in winter and start in March/April (3-4 month process), will include Main Street from Sacramento to Bedford, Center Street and Stagecoach Alley, most of work will be at night, still evaluating utilities, no business responsibilities re funding, some water service lines will be changed as needed, will be signage on Highway 50; potential sales tax increase: exploring this option for streets & roads (and possibly remodel PV Police station & restore Old City Hall), survey is on website,

Chamber Report – Jody Franklin: *El Dorado Visitors and Farm Trails Guide for 2014-2015* is out and PDA is represented in it; Ghost Tours is in VIA magazine; Chamber is ramping up for Cowboys & Cornbread on 7/20 & looking for donations of old cowboy boots & having a cowboy boot promotion (contact Jody Franklin at Chamber for details); World Gold Panning Championship (2016) meetings are ongoing & putting infrastructure in place now & looking for sponsorships (details coming)

Approval of Minutes from previous Meeting – Minutes approved as read

Approval of Agenda for this Meeting – Agenda approved

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

Business

- **Day of giving in May** – Megan Buchanan: Coming up on 5/6 (Give Where You Live)
- **Update on Herrick Building** – Sue Taylor: shutters & windows being done; painting & footings being done, roof being done; fence will be coming down by July 1
- **Main Street Matters update** – Lisa Crummett: Benjamin Moore has released their scope of work (Centro to Old City Hall on north side of Main Street and from CandyStrike to Redneck Bling on south side of Main Street—all scoping done by Benjamin Moore and we had no input as to what parts would be done; trying to expand with supplemental painting as Placerville is the biggest town Benjamin Moore is doing; SEDCorp was at meeting on 4/25 to offer \$\$ loans for extra painting by building owners; also, awning companies were at the meeting; Benjamin Moore is offering vouchers; kick-off will be on June 2, Reveal party will be on 6/21; Benjamin Moore is putting together coupon book for merchants to offer discounts; Bill will be sending out contact info for MSM folks
- **MayBe ArtWalk report** – Moira Magnuson: will be on 5/17 with bands, dancers, murals on windows, John Muir lookalike contest & trying to get in touch with Sierra Wildlife Rescue
- **Nomination & vote for replacement PDA Board member** – Bill Robinson nominated Adam Anderson (WealthGuard Advisors), Tony Granados 2nd, all PDA Board members approved
- **Tagline update** – Annette Schoonover & Jill Barnes: submissions are coming in; not trying to replace “Old Hangtown”, just trying to add additional phrase for Main Street to use for promoting; will be collecting on 5/11
- **Economic Development Committee update** – Kris Payne: no report

Marketing & Events – Lisa Crummett: Girl’s Night Out (4/11) got mixed reviews, some felt it was not advertised well & lots going on that evening, maybe move back to May next year if we do it again; Hangtown Car Show is 5/18; 1st brush stroke for MSM on 6/2 at Bell Tower at noon, PDA will be doing press release; Wagon Train (6/7): Adam Anderson will manage the children’s games, no rib cook-off but may be able to do it next year, server’s races, shoot out, Wagon Train comes through at about 2pm, children’s games, wheelbarrow demonstrations, gold panning at the hardware store, maybe a sidewalk sale; Brewfest on 6/28, lots of breweries, 3 bands; Gold Panning Championship in 2016; Main Street Matters Reveal Party on 6/21, 4-7pm

Treasurer’s Report – Hannah Darr: have \$56,546.89 in account

Open Forum – Bill Robinson mentioned the *Images of Hope* event (*White on White Gala*) on 6/1 at Manzanita Events Center in Diamond Springs; Stan Morris mentioned that taglines would be a good resource about what people think about our town; Sara Young looking for someone to share her space; Shelly Winzeler spoke of how to get people downtown and will send info to Bill; Kris Payne spoke about theater in an open setting & Fountain-Tallman restoration that was just completed (open Wed-Sun, 11-4); Powell’s opened back patio; Jennifer Nixon looking for dog groomer; Jody Franklin spoke about tying taglines and Main Street Matters to their social media campaign

Next Executive Board Meeting Date – May 21, 8:30am at Powell’s
Next PDA General Meeting Date – June 5, 2014, 8:00 am at The Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, June 5, 2014; 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: updates re Highway 50 signs, paving of Main Street & sales tax increase

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

Approval of Minutes

Approval of Agenda

Information for Members – Brewfest coming (\$50 fee to PDA—deliver to Redneck Bling or Placerville News); Honey Bear Emporium open; Annieberries closing at end of June; Banners on Parade are up; Sheila Hill won 4H Chili Cookoff; Jennifer Nixon (Canines on Main) needs a groomer; Sara Young needs a stylist to share her shop

Business (8:20-8:50)

- Report about Day of Giving in May – Megan Buchanan
- Update on Herrick Building – Sue Taylor
- Main Street Matters update –Lisa Crummett
- Tagline update – Annette Schoonover & Jill Barnes
- Empire marquee repair quote, discussion & vote – Lisa Crummett
- Wagon Train Sidewalk Sale Contest for “Best Sidewalk Sale Storefront”: Winner to receive Dinner for 2 at Powell’s plus \$50 – Lisa Crummett
- Economic Development Committee update– Kris Payne
- Ghost Tours on Main update

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

- Update on May events
- First Brush Stroke event – Monday, June 2
- Wagon Train update – Saturday, June 7, 12-3pm
- Main Street Matters Reveal Party – Saturday, 6/21
- Brewfest – Saturday, 6/28, 6-9pm
- 2016 Gold Panning championship

Treasurer’s Report (9:05-9:10) – Hannah Darr

Open Forum (9:10-9:30)

Next Executive Board Meeting Date: 8:30AM, May 22, 2014, Powell’s
Next PDA General Meeting Date: 8AM – 10AM, Cary House, June 5, 2014

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|-----------------------------|--------------------------------|----------|-------------------------|------------------------------|----------|
| (13-14) Jill Barnes | jbarnes@cuppacoffeeandmore.com | 626-9600 | (14-15) Tony Granados | Tonymatt6212@gmail.com | 626-9161 |
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Marketing Director: Lisa Crummett – 672-3436 (lisa@placerville-downtown.org)

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – June 5, 2014

Roll Call & Introductions – A quorum was present – All PDA Board members were present

Police Beat – focusing on events coming up on Main Street

City Report – Cleve Morris: Highway 50 signs – working with a couple groups to see if we can get something going (sign companies); awarding contract for design next week, design through December, out to bid in December, start work in April, 2015 through July 2015, will work with PDA re events; beginning on July 11, city offices will be open on Friday; sales tax: will talk about it at City Council meeting next week, then decide on ballot on 6/24 (main use of sales taxes will be roads), may fund fixing up old city hall & police station (leaning towards 10-year sunset for tax)

Chamber Report – Jody Franklin: Lynzee Schramm had her baby; ED Chamber is hosting meeting of the Gold Country Business Association; doing a few things for Pony Express & Wagon Train; Cowboys & Cornbread coming up on 7/20 (adding relaxation station and transportation)

Approval of Minutes from previous Meeting – Minutes approved as read

Approval of Agenda for this Meeting – Agenda approved

Information for Members: This information was on the 6/5 agenda for members/meeting attendees to read

Business

- **Day of giving in May report** – Bill Roby: \$152K raised in 24 hours, average donation was @217, lots of cash and checks as compared to credit cards (flower baskets raised \$575); Provisions: will be opening a Culinary Academy restaurant in the old Courtyard Café location in late September/early October, guest chef on opening night will be Alice Waters of Chez Panisse (in Berkeley) and will be benefit (doing major facelift); trying to get NEA grant to place historic mining artifacts in the community (Nevada City has been successful doing that)
- **Update on Herrick Building** – Sue Taylor: working frantically and the roof is almost done; when scaffolding comes down (around July 1), fence will be moved back to building for security—sidewalk will be open
- **Main Street Matters update** – Lisa Crummett: First Brush Stroke event was this past Monday (6/2), gearing up for Reveal Celebration on 6/21, Good Day Sacramento may come up next Friday
- **Tagline update** – Annette Schoonover & Jill Barnes: winner will be announced during Reveal Party; Jill & Annette filtered through all suggested taglines, came up with list of 15 which were sent out to PDA Board, which picked the top 5 and those were sent out to all PDA members on Main Street
- **Empire marquee repair quote, discussion & vote** – Lisa Crummett: the marquee on the Empire building is used by PDA and has been damaged by a truck; we need to get it repaired (quote is \$575) and suggestion is that PDA pay \$400 and owner of building (Dave Machado) would pay \$175; Bill Roby of El Dorado Community Foundation said they would donate \$200 to the funds, so PDA would need to do \$200; Tony Granados made motion to get marquee fixed, Heidi Leveroni seconded, motion carried.
- **Wagon Train Sidewalk Sale Contest** – Kris Payne: to try to get businesses involved, there will be a sidewalk sale during Wagon Train and prize for best support/display of the sidewalk sale will be dinner for 2 at Powell's & \$50 (Tim & Sheila will judge)
- **Economic Development Committee** – Committee has discussed the sales tax; also looking for hotel site; Dennis Thomas mentioned that there are no reserves to help with maintenance of the parking structure, parking may be included as part of the sales tax measure
- **Ghost Tours** – Linda Bottjer: a book is coming out on 6/17 from History Press (Gold Rush Ghosts of Placerville, Coloma & Georgetown), book signing on 6/21 at Cuppa Coffee & More; listed in VIA magazine; other tours; working with hotels; asked that people be nice to tour members when out on the street

Marketing & Events – Lisa Crummett: Update on May events: car show was great, Something Wild ArtWalk (Moirra Magenson) was OK, but not too many people; Wagon Train coming up this Saturday; Main Street Matters Reveal party is on 6/21, 4-7pm; Brewfest is on 6/28, have 45 Breweries, sheets going out next week; Gold Panning Championship (Kris Payne): spoke of what's going on currently with organization start-up (in Sweden this year and Spain in 2015)

Treasurer's Report – Hannah Darr: have \$53,605 in account

Open Forum – Annette Schoonover: Winterhill having 7th anniversary on 6/7; Heidi Leveroni spoke about putting together a gift basket for Albert at PV Hardware; Jill Barnes stressed the importance of Social Media and the need to make sure to 'Like' and 'Share'; Stephania of H.Art Lounge spoke of their support for 3rd Saturday AW and how many merchants don't know about ArtWalk; Bill mentioned that Banners on Parade are on the website, along with the Main Street Matters photos

Next Executive Board Meeting Date – June 26, 8:30am at Powell's
Next PDA General Meeting Date – July 10, 2014, 8:00 am at The Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, July 10, 2014; 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: sales tax increase; paving Main Street below under Business

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

Approval of Minutes

Approval of Agenda

Information for Members – Honey Bear Resale Emporium is open (366 Main Street); Torinos has changed to California Kitchen, serving breakfast & lunch

Business (8:20-8:50)

- Placerville Food Co-op presentation re Kacie's Ride
- Update on Herrick Building – Sue Taylor
- Paving of Main Street – Cleve Morris
- Main Street Matters update –Lisa Crummett
- Supplemental Committee report – Sue Rees
- Tagline update – Annette Schoonover & Jill Barnes
- Wagon Train discussion
- August PDA meeting
- Economic Development Committee update– Kris Payne

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

- Update on June events
- Upcoming events
- 2016 Gold Panning championship

Treasurer's Report (9:05-9:10) – Hannah Darr

Open Forum (9:10-9:30)

Next Executive Board Meeting Date: 8:30AM, July 24, 2014, Powell's
Next PDA General Meeting Date: 8AM – 10AM, Cary House, August 7, 2014

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|-----------------------------|--------------------------------|----------|-------------------------|------------------------------|----------|
| (13-14) Jill Barnes | jbarnes@cuppacoffeeandmore.com | 626-9600 | (14-15) Tony Granados | Tonymatt6212@gmail.com | 626-9161 |
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Marketing Director: Lisa Crummett – 672-3436 (lisa@placerville-downtown.org)

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – July 10, 2014

Roll Call & Introductions – A quorum was present – 12/16 board members present: Jill Barnes, Hannah Darr, Sheila Hill, Jennifer Nixon, Bill Robinson, Paula Gendron, Tony Granados, Lanny Hardy, Heidi Leveroni, Kris Payne, Adam Anderson, Sara Young; absent: Sharon Haun, Dennis Thomas, Danielle Thorne, Barbie Yeager

Police Beat – Chief Heller: aggressively seeking grants (with some success); hope to get grant to put video cameras (solar charged & with more capabilities than what has been there) downtown & would like volunteer from downtown to participate & may be able to share info with news; Brewfest went well from a PVPD standpoint;

City Report – Cleve Morris: starting design work on Main Street paving project; now thought to go from March to July of 2015, will do as much as possible at night, will be updating at PDA meetings and at public meetings, lots to take into account, out to bid in January or earlier, may be short water outages, should have most of info by November; water shutoff 10pm tonight to 4pm tomorrow afternoon (at the longest) to repair a leak; ½ cent sales tax measure for placing on November ballot was approved by PV City Council, it's a general sales tax but passed resolution that min of 75% has to go to roads & maintenance

Chamber Report – Jody Franklin: Cowboys & Cornbread coming on July 20; 3 journalists coming to Pville in September; State Fair starts tomorrow & our county's exhibit highlight's Apple Hill (50th anniversary)

Approval of Minutes from previous Meeting – Minutes approved as read

Approval of Agenda for this Meeting – Agenda approved

Information for Members: This information was on the 7/10 agenda for members/meeting attendees to read

Business

- **Placerville Food Co-op presentation re Kacie's Ride** – Abby from PV Food Co-op would like to partner with PDA to have a booth downtown during events
- **Update on Herrick Building** – Sue Taylor: Had long dispute with roofer that took months to resolve; have extension from City until 9/11, but hope to be down sooner than that; see minutes from City Council meeting of 7/8; not a lot of PDA members at the City Council meeting
- **Main Street Matters update** – Lisa Crummett: had kick-off event on 6/2, painting in June, then Reveal Celebration on 6/21, more painting coming (supplemental—see below)
- **Supplemental Committee report** – Sue Rees: there is a “Main Street Matters Supplemental Painting Committee” that has defined their purpose and is putting together a package for other areas downtown, Matt Boyer heading it up (members are Sue, Jim Vindler, Matt Huckaby, Kirk Smith, Randy Waggoner) & will go around to businesses downtown with package
- **Tagline update** – Annette Schoonover & Jill Barnes: Sheryll Hoeger of Window Box Antiques won the tagline contest, the tagline is “Discover More Than Gold”; want to create a new marketing focus; modified PDA logo for use with the new tagline; put on merchandise, magnets, etc.; want help to help us market Main Street
- **Wagon Train discussion** – Wagon Train has challenges (Broadway did nothing, PV Drive had an end of day event), lots of merchant concerns, attendance down; need discussion later in the year
- **August PDA meeting:** changed to August 14th at The Cary House, 8am
- **Economic Development Committee** – Kris Payne: Meetings are on the 3rd Friday of every month at noon at Town Hall; there will be a special meeting of the Placerville Economic Advisory Committee on Monday, 8/11, 4-6pm at Town Hall, will be a workshop to explore some of the questions outline in the economic strategy and achieve a consensus on what is important and determine what PEAC needs to focus on; going from the document to implementation of the document

Marketing & Events – Lisa Crummett: Brewfest was very successful with 45 breweries & 40 hosting merchants and sold over 1600 tickets, were some issues afterwards with some pourers continuing to pour & some issues at a few establishments afterwards; Craft Faire coming up on 8/10; car show on 8/28 (evening); Kacie's Ride on 9/13; Oktoberfest in September (9/20); Antique Faire on 9/28; Art & Wine Festival in October (10/18); some discussion is that when there are events on Main Street, some of the merchants are closed off; event meeting for next year will be at the end of this year to talk about events for next year; put together an “empowering” document re what merchants can/cannot do; want to get car show rep to a PDA meeting—city can put on additional conditions on permits for car show too; GP Championship coming up on 9/11/16-9/18/16 & will have presentation at a PDA meeting soon

Treasurer's Report – Hannah Darr: have \$93,013.15 in account

Open Forum – Alysia from EDAC announced that EDAC is moving to the Fausel House; AJ Fausel born on 7/2/14

Next Executive Board Meeting Date – July 31, 8:30am at Powell's
Next PDA General Meeting Date – August 14, 2014, 8:00 am at The Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, August 14, 2014; 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: sales tax increase; paving Main Street

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

Approval of Minutes

Approval of Agenda

Information for Members – Historical presentation at The Cary House on 8/16, 6-7pm (RSVP to The Cary House at 622-4271); there is a new business at the old AnnieBerries location; elections coming up soon for PDA Board Members – please contact Bill Robinson if you would like to be nominated

Business (8:20-8:50)

- Introduction of Theravada Buddhist Nuns – Wendy Thomas
- Supplemental Committee report – Sue Rees
- Tagline update – Annette Schoonover & Jill Barnes
- Economic Development Committee update– Kris Payne

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

- Report on Craft Faire
- Hangtown Car Show on Thursday 8/28, 5-8pm
- Kacie’s Ride for Hope on Saturday, 9/13, 8-11am
- Placerville Oktoberfest on Saturday 9/20, 3pm-8pm
- Antique Street Faire on Sunday 9/28, 8am-3pm
- Art & Wine Festival on Saturday 10/18, 6-9pm
- Trick or Treat on Main Street on Friday 10/31, 4-6pm
- Holiday Committee – next meeting is Friday, 8/22, 9am at Cuppa Coffee (Dennis, Mary, Paula, Barbie)

Treasurer’s Report (9:05-9:10) – Hannah Darr

Open Forum (9:10-9:30)

Next Executive Board Meeting Date: 8:30AM, August 21, 2014, Powell’s
Next PDA General Meeting Date: 8AM – 10AM, Cary House, September 4, 2014

| | | | | | |
|-----------------------------|--------------------------------|----------|-------------------------|------------------------------|----------|
| (13-14) Jill Barnes | jbarnes@cuppacoffeeandmore.com | 626-9600 | (14-15) Tony Granados | Tonymatt6212@gmail.com | 626-9161 |
| (13-14) Hannah Darr (Treas) | hannah@getredneckbling.com | 558-0722 | (14-15) Lanny Hardy | lanny@caryhouse.com | 622-4271 |
| (13-14) Sheila Hill (Pres) | powellssteamer@gmail.com | 626-1091 | (14-15) Heidi Leveroni | info@the-painted-owl.com | 621-1886 |
| (13-14) Sharon Haun | pastorzane@aol.com | 344-7832 | (14-15) Kris Payne | paykris@hughes.net | 626-6474 |
| (13-14) Jennifer Nixon (VP) | jennifer.nixon@hotmail.com | 647-6248 | (14-15) Danielle Thorne | mrsdaniellethorne@gmail.com | 303-3190 |
| (13-14) Bill Robinson (Sec) | whrstudios@gmail.com | 306-3615 | (14-15) Barbie Yeager | barbjordanyeager@gmail.com | 957-1958 |
| (13-14) Paula Gendron | paulagendron@gmail.com | 303-3792 | (14-15) Adam Anderson | adam@wealthguardadvisors.com | 391-2885 |
| (13-14) Dennis Thomas | dennis@robinsonsparmacy.com | 622-3186 | (14-15) Sara Young | sarajeany@sbcglobal.net | 622-4900 |

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

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – August 14, 2014

Roll Call & Introductions – A quorum was present – 9/16 board members present: Hannah Darr, Sheila Hill, Jennifer Nixon, Bill Robinson, Paula Gendron, Kris Payne, Adam Anderson, Danielle Thorne, Barbie Yeager; absent: Jill Barnes, Sharon Haun, Dennis Thomas, Tony Granados, Lanny Hardy, Heidi Leveroni, Sara Young

Police Beat – Chief Heller: Spoke about National Night Out; working on a way to get data out about calls responded to—an app that will have several modules, like a crime app (ex: vehicle theft, etc.); info about app coming soon (can search for “Placerville” in the app store (will also allow inventory of your property (not monitored by police)

City Report – Cleve Morris: sales tax is on the ballot in November; Main Street paving project: surveyors are surveying and will plan some more meetings with PDA when they have more info

Chamber Report – Jody Franklin: handed out group collateral that Chamber has—Highway 49 map, Adventure Loop foldout that has been used by journalists; chamber is having golf tournament on 9/17; also has raffle tickets at Chamber for stay at condo at Tahoe

Approval of Minutes from previous Meeting – Minutes approved as read

Approval of Agenda for this Meeting – Agenda addition about potential change by Mountain Democrat of date of the Christmas Parade

Information for Members: This information was on the 8/14 agenda for members/meeting attendees to read

Business

- **Economic Development Committee** – Kris Payne: spoke about Placerville Economic Advisory Committee (PEAC) meeting that was held on Monday, 8/11; meeting was about what to do now that plan is in place; had 3 speakers and meeting wound up to be a round table discussion; next meeting will be 3rd Friday in September, noon at Town Hall
- **Introduction of Theravada Buddhist Nuns** – Wendy Thomas: Wendy introduced 3 sisters (and manager of their monastery) who are part of new monastery located outside of Placerville; they talked about their practices and what they do; came from a monastery in England established in late 1970’s at invitation of the Saranalo Foundation to start a monastery specifically for women; lived for several years in San Francisco and have been looking for a rural natural location; showed Alms bowls that they eat from; they don’t use or accept money; when they are on the street (on Thursdays), they stand quietly and accept food only on their Alms Rounds (for vegetarian foods, cooked or uncooked); they try to be discrete but be seen and if a merchant would like them to move, just please ask them to do so; teach at Main Street Yoga once a month
- **Supplemental Committee report** – Kirk Smith: went over what committee is about and said that will be soon meeting with merchants with guidelines for potentially getting more work done on their buildings/downtown (referrals to contractors and sources of financing)
- **Tagline update** – Lisa Crummett: showed Tee shirts with tagline logo on them (color & B&W) & has info on Tee shirts

Marketing & Events – Lisa Crummett: spoke about Craft Faire (achieved goals); Hangtown Car Show on 8/28 (hopefully will have Lion’s Club rep at next PDA meeting) and they put in their application about no alcohol, if there is a problem, contact Mike Oceanak during the car show or, if you cannot find Mike, contact police; you can ask people to move away from your windows/doorway; Kacie’s Ride for Hope on 9/13 (proceeds go to The Center for Violence-Free Relationships); Placerville Oktoberfest on 9/20 (passed out posters), mailed out applications to restaurants if they want to come out on the street, PDA sponsors Bratwurst booth & bring in beer trucks, wiener dog apps are on PDA website, concern expressed re kids games on west end (tabled to talk about at committee meeting), Weiner Dog races looking for sponsors; Antique Street Faire (9/28) apps coming in; A&W Festival looking for hosts for Wineries (\$50 hosting fee), will have band at the Bell Tower, Banners will be auctioned off during the evening; Trick or Treat on Main Street is on Friday, 10/31 (big pumpkin at the Bell Tower); Holiday Committee meeting on 8/22, 9am at Cuppa Coffee & More; Christmas Parade is being sponsored now by Mt. Democrat and they have requested date change to the Sunday after Festival of Lights, consensus of meeting attendees was to keep parade on 12/7, meeting with Mt. Democrat on 8/18, 3pm at Mt. Democrat (Cleve from City would like to see parade and Festival of Lights combined on same day ultimately); have PDA ad in Stepping Out magazine

Treasurer’s Report – Hannah Darr: have \$88,294 in account

Open Forum – Lisa: will need marketing campaign for next year when Main Street being worked on; Bill Robinson brought up the Placerville Arts Association National Art Show is on through 8/17 at the Shakespeare Club, Gold Country Artists Gallery is hosting Chamber Mixer on 8/26, 5:30-7:30pm; during month of October, Images of Hope will be doing the Pink in the Night (will be distributing pink LED lights to businesses downtown to use in their windows; Wendy Goosen will be here in Sept to talk about it), would like merchants to “pink up their windows” during month of October & will celebrate with Mammo Men during 3rd Sat of October; Megan Buchanan of EDCF brought up the Boy’s & Girl’s Club 277 campaign to raise funds to build a B&G Club; for project to make a student-run restaurant in old Courtyard Café, ROP program has been dropped so this project is questionable at this time; Dedrick’s opening in old Zia’s building soon and tea shop opening in old Dedrick’s location; H.Art Lounge talked about they are having many women come there as a safe place when they are going through cancer treatments; EDAC helping sponsor American River Music Festival in September (12, 13, 14); EDAC moving to Fausel House with soft opening in October & big opening in November

Next Executive Board Meeting Date – August 21, 8:30am at Powell’s
Next PDA General Meeting Date –September 4, 2014, 8:00 am at The Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, September 4, 2014; 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 (8:10-8:20) – Cleve Morris: sales tax increase update; paving Main Street update

Chamber Report (8:20-8:25) – Jody Franklin

Approval of Minutes

Approval of Agenda

Information for Members – If hosting a winery for the Art & Wine Festival, get your \$50 fee to Placerville News ASAP; there will be PDA Board nominations at the October meeting—please consider representing Main Street on the PDA Board; Yummie Pops is open; CandyStrike is in escrow

Business (8:25-8:50)

- Main Street Matters Proclamation from the City – Mayor Carl Hagen
- Pink in the Night during October – Wendy Goosen
- Supplemental Committee update – Sue Rees
- Discussion & feedback about Buddhist Nuns on Main Street
- Economic Development Committee update– Kris Payne

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

- Report on Hangtown Car Show on Thursday 8/28; representative from Lion’s Club
- Kacie’s Ride for Hope on Saturday, 9/13, 8-11am
- Placerville Oktoberfest on Saturday 9/20, 3pm-8pm; volunteers needed
- Antique Street Faire on Sunday 9/28, 8am-3pm
- Art & Wine Festival on Saturday 10/18, 6-9pm
- Trick or Treat on Main Street on Friday 10/31, 4-6pm
- Holiday events and activities

Treasurer’s Report (9:05-9:10) – Hannah Darr

Open Forum (9:10-9:30) – Kathi Lishman: Monument Garden Project & Community Pride; Jonny Cantin; Hangtown Board Game

Next Executive Board Meeting Date: 8:30AM, September 18, 2014, Powell’s

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

| | | | | | |
|-----------------------------|--------------------------------|----------|-------------------------|------------------------------|----------|
| (13-14) Jill Barnes | jbarnes@cuppacoffeeandmore.com | 626-9600 | (14-15) Tony Granados | Tonymatt6212@gmail.com | 626-9161 |
| (13-14) Hannah Darr (Treas) | hannah@getredneckbling.com | 558-0722 | (14-15) Lanny Hardy | lanny@caryhouse.com | 622-4271 |
| (13-14) Sheila Hill (Pres) | powellssteamer@gmail.com | 626-1091 | (14-15) Heidi Leveroni | info@the-painted-owl.com | 621-1886 |
| (13-14) Sharon Haun | pastorzane@aol.com | 344-7832 | (14-15) Kris Payne | paykris@hughes.net | 626-6474 |
| (13-14) Jennifer Nixon (VP) | jennifer.nixon@hotmail.com | 647-6248 | (14-15) Danielle Thorne | msrdaniellethorne@gmail.com | 303-3190 |
| (13-14) Bill Robinson (Sec) | whrstudios@gmail.com | 306-3615 | (14-15) Barbie Yeager | barbjordanyeager@gmail.com | 957-1958 |
| (13-14) Paula Gendron | paulagendron@gmail.com | 303-3792 | (14-15) Adam Anderson | adam@wealthguardadvisors.com | 391-2885 |
| (13-14) Dennis Thomas | dennis@robinsonsparmacy.com | 622-3186 | (14-15) Sara Young | sarajeany@sbcglobal.net | 622-4900 |

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

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – September 4, 2014

Roll Call & Introductions – A quorum was present – 12/16 board members present: Hannah Darr, Sheila Hill, Jennifer Nixon, Bill Robinson, Dennis Thomas, Tony Granados, Lanny Hardy, Heidi Leveroni, Kris Payne, Barbie Yeager, Adam Anderson, Sara Young; absent: Jill Barnes, Sharon Haun, Paula Gendron, Danielle Thorne

Police Beat – No report

City Report – Cleve Morris: Measure I (Sales Tax) and Measure K (Roundabout) will be on ballot in November (will be forums and candidate debates coming soon); Paving of Main Street: still gathering information, Cleve had not yet received letter from PDA Exec Board so Sheila read letter at the meeting; city will have meetings soon re paving

Chamber Report – Jody Franklin: journalists will be on Main Street on 9/23 from Boston Globe, Lexington Herald & Union Tribune (San Diego)—Chamber will be doing some “farm-to-fork” and wine tasting events with them; mentioned that she had phone calls to Chamber from some folks who were complaining that some businesses were not open during car show on evening of 8/28; Chamber has golf tournament at Apple Mountain on 9/17 and are looking for raffle prizes.

Approval of Minutes from previous Meeting – Minutes approved as read

Approval of Agenda for this Meeting – Agenda approved

Information for Members: This information was on the 9/4 agenda for members/meeting attendees to read

Business

- **Main Street Matters Proclamation from the City** – Mayor Carl Hagen: Mayor Hagen read “A Proclamation of the City Council recognizing the efforts of the Placerville Downtown Association and volunteers in the success of the Benjamin Moore “Main Street Matters” contest” that he had read at the most recent City Council meeting; also handed out various certificates
- **Pink in the Night during October** – Bill Robinson & Wendy Goosen: Bill talked about the “Pink in the Night” that will be happening during October where Images of Hope will be distributing pink LED lights to merchants downtown to display in their windows in support of Breast Cancer Awareness Month; there will a “Mammo Man” contest (best costume & who collected most money) on Main Street and an event at Placerville Flowers on Main during the Art & Wine Festival event; money collected goes to Images of Hope for art therapy for cancer patients and their families (pay instructors, help people who cannot pay for classes, etc.)
- **Supplemental Committee update** – Wendy Thomas: this is a committee of interested people who are spearheading a continuation of the Main Street Matters revitalization downtown
- **Discussion & feedback about Buddhist Nuns on Main Street** – Wendy Thomas (speaking as community member and **not** as City Council member): went over same information as at last month’s meeting (see minutes from 8/14/14 PDA meeting); the nuns have been searching for 2 years for a place to establish their monastery and they chose Placerville; they ask for “alms” (not money, but food) once a week on Thursday mornings (not panhandling); questions from attending members: maybe come to Farmer’s Markets, if they are in front of a shop, some people will not come into the shop (can ask them to move on), Main Street Yoga has fundraisers for them; it might be a good idea for nuns to volunteer in the community to become a part of the community; we need to find out about them and they need to find out about their community; diversity is part of our history
- **Economic Development Committee** – Kris Payne: gave overview of committee; talked about special meeting they had on 8/12 and assessed what has been done so far; next meeting will be 3rd Friday in September, noon at Town Hall

Marketing & Events – Hangtown Car Show Lion’s Club rep Mike Ocenosak: gave overview of what Lion’s Club does and specifics about the Hangtown Car shows; we have large number of old car owners in this area and they wanted the Thursday night show; May’s show has about 140 cars on the street; some businesses make money during car show and some don’t (“guys do the car show & gals go shopping”); suggestion: maybe do survey of car show attendees to see what businesses they would like to see open; car show in May has 3-4K attendees, contact Mike if comments/questions (works for Terrie Prod’hon, CPA at 601 Main Street); Lisa Crummett: Kacie’s Ride for Hope on 9/13, 8-11; Oktoberfest on 9/20, 3pm-8pm; Antique Faire on 9/28, 8am-3pm; Art & Wine Festival on 10/18, 6pm-9pm; Trick or Treat on Main Street on 10/31, 4pm-6pm; Holiday Committee has met and info is coming, parade is on 12/7 (Mt. Demo is sponsor), campaign buy-in will be \$75 plus \$25/\$50 gift certificate (Dennis brought up idea of raising money to put decorations downtown every year)

Treasurer’s Report – Hannah Darr: have \$83,444 in account

Open Forum – Kathi Lishman spoke about Community Pride: spoke of the various projects they have done (see Community Pride web page at http://www.cityofplacerville.org/depts/comms/community_pride.asp, asked for any help anyone can give to help raise funds; Jonny Cantin (of Main Street Music) talked about his project the Hangtown Board Game which he described and is hoping to raise funds for via Kickstarter (will come back in October to talk about the campaign); Angela Anderson of Pop Art spoke about getting candy wholesale for Halloween; also, Angela suggested having a Main Street Merchant’s forum at the beginning of the meeting; Angela also spoke about their end (200 block) of the street not being included in all the events on Main Street (many events start at Center Street and go east), putting the booths down middle of the street (?), parking structure gets cut off from Main Street when lower Main is used, everyone should be included in all events, having enough vendors can be a challenge, having a PA system that goes all the way down Main Street would help

Next Executive Board Meeting Date – September 18, 8:30am at Powell’s
Next PDA General Meeting Date – October 2, 2014, 8:00 am at The Cary House



P. O. Box 2156 * Placerville, CA 95667
(530) 672-3436
www.placerville-downtown.org

August 27, 2014

To: Cleve Morris, Placerville City Manager

PDA knows how important it is for Main Street from Sacramento Street to Bedford to be paved and we appreciate the City doing this project. However, the PDA Executive Board wants you to know how concerned Main Street merchants are about the paving of Main Street next year and the effect on our businesses. We need information from you as soon as possible regarding:

- Who is the interim consultant and who will be the replacement for Nate?
- What were the results of the recent testing and what, exactly, will be done re the sewer and water lines?
- What will be the exact timeframe and schedule for the project and when will the community meetings be held?
- When the bid and drawings are put together, can you present them to PDA prior to going out for bid for input from PDA?

These are just some of a growing list of questions/concerns we have about the project. We realize you don't have all the answers yet, but you and the City need to understand how concerned we are about the impact of this project on our businesses next year. We really don't want to have a beautifully-paved street and empty buildings!

Please plan on giving us more information at each PDA meeting.

Regards,

President
Placerville Downtown Association



**A Proclamation of the City Council
of the City of Placerville Recognizing the Efforts of the
Placerville Downtown Association and Volunteers in the
Success of the Benjamin Moore “Main Street Matters” Contest**

WHEREAS, in May 2013, Benjamin Moore paint manufacturer announced the launch of the “Main Street Matters” contest and asked consumers around the country to cast their vote online for which 20 Main Streets should be revitalized of the more than 100 North American cities nominated and following the online voting between May 16, 2013 and June 30, 2013, Placerville was notified that we were one of the 20 Main Streets selected in North America as contest winners; and

WHEREAS, the Placerville Downtown Association (PDA) was instrumental in working with their membership and with several dedicated volunteers to move forward with the Benjamin Moore representatives in multiple meetings and outreach to Main Street business owners, especially Lisa Crummett who served as the primary interface between the PDA and Benjamin Moore and was instrumental in organizing both the kick-off celebration and the reveal party; and

WHEREAS, the City would like to recognize Glenn and Grace Webb, owners of the local Benjamin Moore store, The Paint Spot, who spent many hours in a “get out the vote” drive during the online voting period and in countless other tasks; and

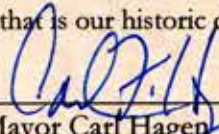
WHEREAS, Matt Boyer worked with those businesses that fell outside the project area to develop a supplemental project program to expand the impact of the Main Street Matters campaign, and assisted in the coordination of meetings between the Benjamin Moore representatives and the building and business owners; and

WHEREAS, Bill Robinson, Placerville Downtown Association member; took pictures of the “before and after” building facades; and

WHEREAS, Jeffco Construction, Hangtown Painting, and Baxter Painting, worked quickly and respectfully during the painting phase to minimize the impact to local commerce, including working prior to businesses opening and returning to paint after the businesses had closed; and

WHEREAS, Wendy and Dennis Thomas, in conjunction with the Placerville Downtown Association and The Paint Spot, initiated the “get out the vote” campaign, including wearing sandwich boards during Main Street events and handing out online voting instructions to engender enthusiasm and excitement for the contest. Both Wendy and Dennis spent countless hours behind the scenes working with merchants and building owners to iron out problems as they arose and helping with color palette coordination and a myriad of small details; and

NOW, THEREFORE, I, Carl Hagen, by virtue of the authority vested in me as the Mayor of the City of Placerville, State of California, do hereby commend and thank the Placerville Downtown Association, community volunteers and our community for their dedication and enthusiasm in winning the “Main Street Matters” contest and in working diligently to polish the gem that is our historic downtown.



Mayor Carl Hagen

Dated: August 12, 2014

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the City of Placerville to be affixed this 12th day of August, 2014.

ATTEST:



Susan C. Zito, MMC, City Clerk

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, October 2, 2014; 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 (8:10-8:20) – Cleve Morris: paving Main Street update

Chamber Report (8:20-8:25) – Jody Franklin

Approval of Minutes

Approval of Agenda

Information for Members – Art & Wine Tickets (A&W Festival on Oct 18th) are available now at River City Bank, Cuppa Coffee & More, The Wine Smith and online (please encourage your customers to buy!); Sharon Haun of Sharon's Cottage is retiring and closing her shop & Green Sparrow will be moving to that location; Banners on Parade banners will be auctioned off at Art & Wine Festival (help support this great beautification project!)

Business (8:25-8:50)

- **Board nominations** – 4 people have to sit off Board (they have been on the Board for 4 years) and we need to nominate a total of 8 PDA members to the PDA Board (Board Members required to work on 2 committees)
- **Pink in the Night during October** – Wendy Goosen
- **Economic Development Committee update**– Kris Payne

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

- Report on September events
- Art & Wine Festival on Saturday 10/18, 6-9pm
- Trick or Treat on Main Street on Friday 10/31, 4-6pm
- Holiday events and marketing funding campaign

Treasurer's Report (9:05-9:10) – Hannah Darr

Open Forum (9:10-9:30) –Jonny Cantin – update re Hangtown Board Game

Next Executive Board Meeting Date: 8:30AM, October 23, 2014, Powell's
Next PDA General Meeting Date: 8AM – 10AM, Cary House, November 6, 2014

| | | | | | |
|-----------------------------|--------------------------------|----------|-------------------------|------------------------------|----------|
| (13-14) Jill Barnes | jbarnes@cuppacoffeeandmore.com | 626-9600 | (14-15) Tony Granados | Tonymatt6212@gmail.com | 626-9161 |
| (13-14) Hannah Darr (Treas) | hannah@getredneckbling.com | 558-0722 | (14-15) Lanny Hardy | lanny@caryhouse.com | 622-4271 |
| (13-14) Sheila Hill (Pres) | powellssteamer@gmail.com | 626-1091 | (14-15) Heidi Leveroni | info@the-painted-owl.com | 621-1886 |
| (13-14) Sharon Haun | pastorzane@aol.com | 344-7832 | (14-15) Kris Payne | paykris@hughes.net | 626-6474 |
| (13-14) Jennifer Nixon (VP) | jennifer.nixon@hotmail.com | 647-6248 | (14-15) Danielle Thorne | mrsdaniellethorne@gmail.com | 303-3190 |
| (13-14) Bill Robinson (Sec) | whrstudios@gmail.com | 306-3615 | (14-15) Barbie Yeager | barbjordanyeager@gmail.com | 957-1958 |
| (13-14) Paula Gendron | paulagendron@gmail.com | 303-3792 | (14-15) Adam Anderson | adam@wealthguardadvisors.com | 391-2885 |
| (13-14) Dennis Thomas | dennis@robinsonspharmacy.com | 622-3186 | (14-15) Sara Young | sarajeany@sbcglobal.net | 622-4900 |

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

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – October 2, 2014

Roll Call & Introductions – A quorum was present – 11/16 board members present: Hannah Darr, Jennifer Nixon, Bill Robinson, Paula Gendron, Dennis Thomas, Lanny Hardy, Heidi Mayerhofer, Danielle Thorne, Barbie Yeager, Adam Anderson, Sara Young; absent: Jill Barnes, Sheila Hill, Sharon Haun, Tony Granados, Kris Payne

Police Beat – Chief Scott Heller: Mentioned and asked about Police Dept SmartPhone app; cameras coming from Homeland Security grant, looking at vendors, probably will have 4 cameras, may upgrade old cameras in garage; questions re Antique Street Faire and cars on the street when trying to set up Faire

City Report – Cleve Morris: info from first community meeting coming soon; next meeting coming in November (will have more detail) & final comm meeting will be first week of January; sewer system will just need liner, not replacement; water lines will need to be replaced; street will need to be ground down and paved over the top; will have website for paving up soon; if comments call 642-5252 (Pierre Rivas); if emails, will forward to consultant; question re parking behind courthouse on Saturdays?

Chamber Report – Laurel Brent-Bumb: Lynzee Schramm (Membership Director) is not coming back & have replacement; TOT is up this year; Sustainable Forest Action Coalition (SFAC) will have workshop in Chico in November to address socioeconomic impact of National Forest Plan on counties

Approval of Minutes from previous Meeting – Minutes approved as read

Approval of Agenda for this Meeting – Agenda approved

Information for Members: This information was on the 10/2 agenda for members/meeting attendees to read

Business

- **PDA Board Nominations** – Bill Robinson: described the procedure for the nomination process and the fact that we need to nominate 8 people to fill the PDA Board for 2015. *Bill Robinson nominated Jill Barnes (Cuppa Coffee & More), Hannah Darr (Redneck Bling), Paula Gendron (It's Personal), Marsha Johnson (Fountain Grill), Annette Schoonover (Winterhill), Bev Fraga (Placerville Antiques), Mary Meader Placerville News Company) and Megan Buchanan (El Dorado Community Foundation) to fill the upcoming vacancies; Lanny Hardy seconded and all PDA Board members present approved; ballot will go out to PDA members next week*
- **Pink in the Night during October** – Wendy Goosen: Wendy talked about the distribution of the pink LED lights; reminded folks about the voting for decorated windows and where you can turn in votes for that—there will be a 1st (\$50), 2nd (\$25) & 3rd (\$25); Mammo Man contest will also be going on (judging of best costume will be the night of & Robert Henderson from Windfall will be spearheading that effort
- **Economic Development Committee** – no report

Marketing & Events – Lisa Crummett: Oktoberfest was successful (exceeded \$\$ goal & had 30 Wiener Dogs in races); Antique Faire made \$\$ goal; A&W Festival coming up (Saturday, 10/18) with 30 wineries at 30 merchants, street closed Sacramento to Bedford, silent auction of Banners, tickets available online and locally on Main Street, Images of Hope event at Placerville Flowers on Main; Trick or Treat on Main Street happening on Friday, 10/31 & some merchants are collecting candy from public for distribution by some merchants; Holiday events & Marketing – Lisa Crummett & Dennis Thomas: \$100 & \$25 Gift Certificate (for Gift Baskets) to participate, cost covers print, radio, flyers posters; Festival of Lights on 11/28, Xmas Parade is on 12/7 (& Toys for Tots on 12/13 & 14 at Bell Tower); murals for windows? Could we do survey of people attending Xmas festivities (maybe zip codes on slips?)

Treasurer's Report – Hannah Darr: have \$87,480 in account

Open Forum – Jonny Contin not present due to fire evacuation; will be here at Nov meeting

Next Executive Board Meeting Date – October 23, 8:30am at Powell's
Next PDA General Meeting Date – November 6, 2014, 8:00 am at The Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, November 6, 2014; 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 (8:10-8:20) – Cleve Morris: paving Main Street update

Chamber Report (8:20-8:25) – Jody Franklin; Adam Anderson (PDA rep for Chamber)

Approval of Minutes

Approval of Agenda

Information for Members – Kinkade Gallery closing; new owner for CandyStrike; Green Sparrow has moved into old Sharon’s Cottage location (352 Main); Paving Main Street community meeting on 11/6, 6:30-8pm (meeting starts at 7pm);

Business (8:25-8:50)

- **El Dorado County Health & Human Services presentation re hiring opportunities (with short-term funding assistance) for merchants** – Penny Shervey
- **PDA Board voting results** – Bill Robinson
- **Nominations & voting for PDA Exec Board officers**
- **Murals on Windows for holidays** – Alisyn Gularte (EDAC)
- **Images of Hope event wrap-up** – Wendy Goosen
- **Discussion about Halloween candy collection**
- **Economic Development Committee update**– Kris Payne

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

- Report on October events
- 2014 Banners on Parade final report
- Holiday events and marketing funding campaign

Treasurer’s Report (9:05-9:10) – Hannah Darr

Open Forum (9:10-9:20) –Jonny Cantin – update re Hangtown Board Game

Next Executive Board Meeting Date: 8:30AM, November 20, 2014, Powell’s
Next PDA General Meeting Date: 8AM – 10AM, Cary House, December 4, 2014

| | | | | | |
|-----------------------------|--------------------------------|----------|-------------------------|------------------------------|----------|
| (13-14) Jill Barnes | jbarnes@cuppacoffeeandmore.com | 626-9600 | (14-15) Tony Granados | Tonymatt6212@gmail.com | 626-9161 |
| (13-14) Hannah Darr (Treas) | hannah@getredneckbling.com | 558-0722 | (14-15) Lanny Hardy | lanny@caryhouse.com | 622-4271 |
| (13-14) Sheila Hill (Pres) | powellspub@gmail.com | 626-1091 | (14-15) Heidi Leveroni | info@the-painted-owl.com | 621-1886 |
| (13-14) Sharon Haun | pastorzane@aol.com | 344-7832 | (14-15) Kris Payne | paykris@hughes.net | 626-6474 |
| (13-14) Jennifer Nixon (VP) | jennifer.nixon@hotmail.com | 647-6248 | (14-15) Danielle Thorne | mrsdaniellethorne@gmail.com | 303-3190 |
| (13-14) Bill Robinson (Sec) | whrstudios@gmail.com | 306-3615 | (14-15) Barbie Yeager | barbjordanyeager@gmail.com | 957-1958 |
| (13-14) Paula Gendron | paulagendron@gmail.com | 303-3792 | (14-15) Adam Anderson | adam@wealthguardadvisors.com | 391-2885 |
| (13-14) Dennis Thomas | dennis@robinsonpharmacy.com | 622-3186 | (14-15) Sara Young | sarajeany@sbcglobal.net | 622-4900 |

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

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – November 6, 2014

Roll Call & Introductions – A quorum was present – 9/16 Board members present: Jill Barnes, Sheila Hill, Jennifer Nixon, Bill Robinson, Paula Gendron, Heidi Mayerhofer, Barbie Yeager, Adam Anderson, Sara Young, Kris Payne; absent: Hannah Darr, Sharon Haun, Dennis Thomas, Tony Granados, Lanny Hardy, Danielle Thorne

Police Beat – No report

City Report – Cleve Morris: Info re repaving project – there are two “bulb-out” area-outlines spray-painted on Main Street at two crosswalks for people to see, 2nd community meeting is tonight (11/6), not sure if sales tax measure passed yet, city has contract with MORE to pick up trash on Main Street & wipe down tops of garbage cans

Chamber Report – Jody Franklin: were 50 cars from car club here on 11/2, have had lots of media interest recently, new membership manager Cathy Zuber, business luncheon on 11/12 with Sherriff Dagostini, EDC Mixer at Cary House on 11/18, 2 ribbon cuttings on Main Street: one on 11/14 at Farm Table and one on 11/20 at Green Sparrow; Adam Anderson said that he is PDA’s rep on EDC Chamber Board and will be glad to take input to their meetings from PDA members

Approval of Minutes from previous Meeting – Minutes approved as read

Approval of Agenda for this Meeting – Agenda approved

Information for Members: This information was on the 11/6 agenda for members/meeting attendees to read

Business

- **El Dorado Health & Human Services (HHS) presentation re hiring opportunities for merchants** – Penny Shervey, resources rep for the Workforce Investment Act (WIA) spoke of program that helps potential employees and employers; has Connections One Stop employment resource center in Placerville for employers to post job openings and potential employees to get job help; if employers train & employ Work Experience Training folks, they will get reimbursed by the WIA program; for more info see www.connectioncenters.com or contact the Placerville Office at 530-642-4850
- **PDA Board Voting Results** – Bill Robinson: on ballots to PDA members that were returned, all nominated people were elected to the PDA Board—Jill Barnes, Hannah Darr, Paula Gendron, Marsha Johnson, Annette Schoonover, Bev Fraga, Mary Meader & Megan Buchanan;
- **Nominations & voting for PDA Exec Board officers** – Bill Robinson nominated Kris Payne for President, Adam Anderson for Vice President, Megan Buchanan for Secretary and Hannah Darr for Treasurer; Heidi Mayerhofer seconded, and all current PDA Board members present approved
- **Murals on Windows for holidays** – Alyson Gularte: contacted MORE to see if they would like to paint murals on windows (no); those attending the meeting decided to table this item for next year; there are people around who will do murals if anyone is interested
- **Images of Hope event wrap-up** – Wendy Goossen: wants feedback from merchants re IOH event during A&W Festival; merchant-decorated window winners were #1–Placerville News, #2–Tree House and #3–Combella & Renfros; also announced Mammo Man winners; will only have 8 Mammo Men next year (17 this year) & will be other changes next year based on feedback about this year
- **Discussion about Halloween candy collection** – this year collected enough to leave about 300 pieces of candy at each participating merchant (40); comments: it was too late this year, there was confusion about the process & who was doing it, people were grateful to be able to help by donating, would like comments from PDA members about how to improve
- **Economic Development Committee update** – Kris Payne: looking at what studies can be done & would like to have a line-item in the City’s budget to help push economic development for the City; includes all 3 areas of Placerville (Main Street, PV Drive & Broadway); #1 item is to recruit a hotel/motel ; had presentation at EDev meeting re having a City app for PV created (Auburn has one as well as Grass Valley & Nevada City); both city and county are doing things to try to improve the economy; reuse of the courthouse after state moves it (5-10 years out); post-workshop feedback group

Marketing & Events – Lisa Crummett: exceeded ticket goals for A&W Festival, businesses had good sales, some wineries were late, had few less wineries this year; Banners on Parade auction sold all banners and it was very successful this year (about \$5K collected via banner & memorabilia sales towards next year); Holiday Events: have 36 merchants participating, 12 Days of Christmas will be 12/5-12/17, winners of gift certificate gift baskets notified on 12/19; Festival of Lights on 11/28, Merchants Open House weekend, games may or may not happen, trees on 50, Christmas Parade on 12/7, Toys for Tots on 12/13-14, calendar of events coming soon; see PDA website for more info at placerville-downtown.org

Treasurer’s Report – Lisa Crummett: have \$97,000 in account

Open Forum – Jonny Cantin showed prototype of Hangtown Board Game & hopes to launch Kickstarter campaign by mid-November

Next Executive Board Meeting Date – November 20, 8:30am at Powell’s
Next PDA General Meeting Date – December 4, 2014, 8:00 am at The Cary House

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, December 4, 2014; 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 (8:10-8:20) – Cleve Morris: paving Main Street update; update about the sales tax ballot measure

Chamber Report (8:20-8:25) – Jody Franklin; Adam Anderson (PDA rep for Chamber)

Approval of Minutes

Approval of Agenda

Information for Members –Old Town Deli is now Main Street Melters (corner of Main & Clay Streets), Royal Six Tattoo has moved to old Hangtown Tattoo location, new businesses in former EDAC location—Lobos Del Mar & Sierra Mountain Outdoors, Christmas Parade is Sunday, 12/7, holiday calendar of events is on the PDA website, next paving meeting is on Thursday, January 8, 6:30 pm at Town Hall

Business (8:25-8:45)

- **2015 Events overview** – Lisa Crummett (including the Marketing & Events report)
- **Results of Main Street paving schedule survey** – Pierre Rivas or Matt Boyer
- **Holiday events reminder**
- **Economic Development Committee update**– Kris Payne

Treasurer’s Report (8:45-8:50) – Hannah Darr

Open Forum (8:50-9:00) –Jonny Cantin – update re Hangtown Board Game

Next Executive Board Meeting Date: 8:30AM, December 18, 2014, Powell’s

Next PDA General Meeting Date: 8AM – 10AM, Cary House, January 8, 2015

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|-----------------------------|--------------------------------|----------|-------------------------|------------------------------|----------|
| (13-14) Jill Barnes | jbarnes@cuppacoffeeandmore.com | 626-9600 | (14-15) Tony Granados | Tonymatt6212@gmail.com | 626-9161 |
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| (13-14) Sharon Haun | pastorzane@aol.com | 344-7832 | (14-15) Kris Payne | paykris@hughes.net | 626-6474 |
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| (13-14) Dennis Thomas | dennis@robinsonsparmacy.com | 622-3186 | (14-15) Sara Young | sarajeany@sbcglobal.net | 622-4900 |

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

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – December 4, 2014

Roll Call & Introductions – A quorum was present – 9/16 Board members present: Jill Barnes, Hannah Darr, Sheila Hill, Jennifer Nixon, Bill Robinson, Paula Gendron, Dennis Thomas, Kris Payne, Adam Anderson; absent: Sharon Haun, Tony Granados, Lanny Hardy, Heidi Mayerhofer, Danielle Thorne, Barbie Yeager, Sara Young

Police Beat – Chief Heller: introduced Kai Aida, property crimes in PV Drive area, some loitering & vandalism, question re garage and chief said he would step up visibility in garage (& will be getting newer cameras), police dept down 4 officers so may bring in school resource officer, skateboards being used on ramps, also questions re alley behind businesses on south side of Main St.

City Report – Pierre Rivas: Main St. Rehab Project: survey from 11/6 meeting not quite completed (31/100 returned); marketing committee has met about how to market Main Street during the construction; budget for project is \$1.6 million (engineering & construction), have shortfall of \$522K & because of failure of Measure I will most likely have to just stick to basics of rehab project, may be able to get some \$\$ from Measure H, will go out for bid in January; next community meeting will be on 1/8/15, 6:30pm-8pm at town hall, there was a request for pre-meeting notes for people to look over before the next community meeting; regarding other items—there has been an upsurge in development activity within the City

Chamber Report – Jody Franklin: El Dorado Epicurean is on 1/26/15 (county-wide progressive dinner & Main Street is popular); Cathy Zuber: Junior Ambassadors doing fundraiser 12/6, 12-5pm; there were 2 ribbon-cuttings on Main Street in November—The Farm Table and Green Sparrow; will be ribbon-cutting at new Pizza Factory on Broadway on 12/18

Approval of Minutes from previous Meeting – Minutes approved as read

Approval of Agenda for this Meeting – Agenda approved

Information for Members: This information was on the 12/4 agenda for members/meeting attendees to read

Business

- **2015 Events Overview** – Lisa Crummett: passed out 2015 PDA Events form showing PDA events, co-sponsored events and potential other events along with budget & actual for 2014 events (see handout); Lisa gave departing PDA officers coffee mugs showing tagline logo; Lisa went over events; Kris Payne requested that a notice go out sometime in December re event meeting in January (at PDA Exec Board meeting on 12/18)
- **Results of Main Street paving schedule survey** – Pierre Rivas: results of survey not available yet, will be soon
- **Holiday Events reminder** – Lisa went over Holiday Events coming up this month
- **Economic Development Committee update** – Kris Payne: #1 priority of committee is to get a hotel; didn't meet in November; Kris went over his background & is very interested in Main Street; involved with Fountain Tallman Museum

Marketing & Events – Lisa Crummett: went over Festival of Lights that went well, Visits with Santa & Toys for Tots coming up, 12 Days of Christmas starts on 12/5 & goes to 12/17; Parade on 12/7, Stagecoach rides, calendar of events is on the PDA website; did apply for community promotions grant through City of Placerville

Treasurer's Report – Lisa Crummett: have \$90,428 in account

Open Forum –Jonny Cantin gave update on Hangtown The Board Game—Kickstarter project starts next week & run it to Thursday, January 15, handed out posters & cards, FB page & website; Ryan Cappelle introduced himself as new owner of CandyStrike—all candy made in store; Mary Meader said that PV News will do gift-wrapping

Next Executive Board Meeting Date – November 20, 8:30am at Powell's
Next PDA General Meeting Date –December 4, 2014, 8:00 am at The Cary House