

PLACERVILLE DOWNTOWN ASSOCIATION

!! !!!!! MEETING MINUTES - January 5, 2017

PDA Mission Statement - Dennis Thomas

Roll Call & Introductions- Board members present: Kris Payne, Laura Whittaker, Alisyn Gularte, Dennis Thomas, Adam Anderson, Sherry Tollefsrud, Delloree Vosper, Mandi Winnicki, Barb Yeager, Tod Pickett. **Please note attendance is taken off of the sign-in sheet; be sure to sign in.** **Executive Board Report** - The Executive Board met to create the agenda for the January meeting.

Police Beat- Commander Kim Nida reports that there has been an uptick in vehicle thefts, mostly cars that were left unlocked. Lock your doors people! A correction to the Interim Chief's name- it is Drummond. Not a lot of work has been done in the last month on downtown cameras due to rain. Should be completed end of February.

City Report - Cleve Morris: Spoke to the process of hiring the new police chief and stated recruitment close January 10. Hopefully have a new chief by March 1. Sales Tax is now 7.75% thru the end of March. On April 1 it goes up to 8.25%. A recommendation for the new parking meters/plan will be presented at next city council meeting. They will become effective approximately March 1, 2017. Kris Payne asked about the old city hall. Cleve stated it would need over \$1million in upgrades to bring it up to code for rental purposes. A blue ribbon committee is looking at possibilities for future uses. **Chamber**

Report - Kathy Zuber: Art & Wine w/ Something More is January 21, 6-9pm. It will include 20 wineries, 20 restaurants at \$40/person, \$75/couple. Next chamber meeting is Jan. 26, 5:30-7:30 at Sierra Central CU. Noted that Adam Anderson is the PDA rep to the chamber if you wish to convey information to them.

Approval of Minutes from previous meeting - approved with changes to chiefs name

spelling **Approval of Agenda for the meeting** - change in order of business items presented, approved

Business-

Lisa Crummett Contract- Dennis spoke to the fact that we can't expect Lisa to work for free during the transition to the new marketing director. She has signed a contract with the PDA to help with the transition and fees will not exceed \$5000. All expenses will need to be approved by the executive board February Meeting- Will be a working meeting to discuss events on Main Street. It is February 2 @ 6:15 at Town Hall. All PDA members/merchants are encouraged to attend.

Boy Scout Troop #58 - The color guard led our meeting in a Pledge of Allegiance and presentation of the flag. The flag program on Main Street has been in effect for over 50 years. Cost is \$45 per year and you may contact Kelly Roberts or Adam Anderson for info.

Marketing Director Update- After an initial review of approx. 40 applicants, narrowed down to 6 who were interviewed via phone, 4 remaining candidates were selected to interview before the hiring committee. This committee consisted of Dennis Thomas, Adam Anderson, Barb Yeager, Laura Whittaker, and Sue Rees. Our best candidate was considered to be Alisyn Gularte. An emergency meeting was called by Dennis to approve the new hire and an increase to a full time position. Eleven board members approved the hiring. Alisyn will start January 23.

Parking Update - the parking committee has not presented their proposal to the city as of yet

Marketing & Events - Brewfest is the first event of the year and will need a lot of

volunteers. **Treasurer's Report** - Balance \$96,016.72; income \$131,290.75; expenses \$133,937.89

Open Forum- Adam Anderson re-iterated why we hired Alisyn and welcomed her to the position. Kris Payne stated that he is the rep for Placerville Economic Advisory Committee. If anyone is interested in being on the board let him know. They meet 1x a month @ Town Hall 12-1:00 and deal with items regarding econ. development of Placerville. Cleve mentioned that they are looking at a couple of new hotels coming to the area. Alisyn mentioned that the new program manager for El Dorado Arts Council is Andrew Wanderschmidt.

**Next Executive Board Meeting - February 16, 8:30am at Wealth Guard
Advisors Next PDA General Board Meeting - February 2, 6:15PM, @ Town Hall
Everyone is encouraged to attend**