

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Agenda for Thursday, April 6, 2017; 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 ***

PDA Mission Statement- (1 MINUTE)

Executive Board Report- (2 MINUTES)

Roll Call and Introductions- (5 MINUTES)

Approval of Minutes
Approval of Agenda } (5 MINUTES)

Police Beat Presentation- (5 MINUTES)

Questions re: Police Beat Presentation- (5 MINUTES)

City Manager Report – Cleve Morris (5 MINUTES)

Questions re: City Manager Report- (5 MINUTES)

Chamber Report– Jody Franklin or Cathy Zuber [Adam Anderson- PDA Rep] (5 MINUTES)

Information for Members

- **Featured Businesses** for April are CASA El Dorado & Serendipity.
- PDA will be evaluating bylaws in April; suggestions for any changes will be solicited to members by email.
- **Main Street Merchant Meetup:** Monday, April 10th @ 8:00AM in front of Sweetie Pies.

Business:

- **Gold Week Report** by Uncle Fuzzy (5 MINUTES)
- **Vacant Secretary Position:** Board vote only. Nominees: Tim Taylor & Megan Buchanan. (5 MINUTES)
- **Vacant Board Position:** Board vote only. Nominees: Bill Robinson & Mary Meader. (5 MINUTES)
- **CASA Box Lunches Announcement** (2 MINUTES)
- **PDA EDUCATIONAL SERIES:**
 - NuBrand Presentation by Adam Paine: How to get your business on Google Maps (10 MINUTES)
 - Instagram Presentation Follow Up by Mandi Winnicki (5 MINUTES)

Marketing & Events – Alisyn Gularte (15 MINUTES)

- **Girls Night Out Update** by Mandi Winnicki
- **Bell Tower Brewfest Update**

Treasurer’s Report -(1 MINUTE)

Open Forum -(2 MINUTES EACH)

Next Executive Board Meeting Date: April 25th, 2017 at 8:30AM at WealthGuard Advisors

Next PDA General Meeting Date: May 4th, 2017 at 8:00AM at The Cary House Hotel

(16-17) Adam Anderson (VICE PRESIDENT)	adam@wealthguardadvisors.com	391-2885	(17-18) Delloree Vosper	hello@delloreesconfections.com	303-3334
(16-17) Heidi Mayerhofer	info@the-painted-owl.com	621-1886	(17-18) Sherry Tollesrud	sherry@mattywags.com	748-3777
(16-17) Kris Payne (Pres)	paykris@hughes.net	626-6474	(17-18) Annette Schoonover	annette@winterhillfarms.com	626-6369
(16-17) Tod Pickett	swm84csu@aol.com	916-747-1094	(17-18) Kevin James	kevin@kajameslaw.com	903-8497
(16-17) Laura Whittaker	theshabbyrabbit57@gmail.com	556-0005	(17-18) Megan Buchanan	megmariebuch@gmail.com	417-2071
(16-17) Mandi Winnicki (TREASURER)	soulbuni@gmail.com	318-1711	(17-18) Brandon Guenther	branding@tortillafatscantina.com	295-9408
(16-17) Barbie Yeager	barbjordanyeaeger@gmail.com	957-1958	(17-18) Tim Taylor	tim@hangmanstree.com	
OPEN POSITION			(17-18) Dennis Thomas (PRESIDENT)	dennis@robinsonpharmacy.com	306-0954
Marketing Director: Alisyn Gularte – (alisyn@placerville-downtown.org)					