

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – March 2, 2017

PDA Mission Statement- Read by Dennis Thomas.

Roll Call & Introductions – Board Members present: Unavailable. **Please note attendance is taken off of the sign-in sheet- be sure to sign in.**

Executive Board Report: The PDA Executive Board met to create the agenda for the March meeting.

Police Beat: None given at this time.

City Report: Downtown cameras currently being installed. Hangtown Creek dyed green in a premature St. Patrick's Day prank attempt but, luckily, dye was nontoxic. New downtown parking machines go online April 1, 2017.

Chamber Report – Cathy Zuber shared that the *Hangtown Hold 'Em* Poker Tournament is coming up on April 29th.

Approval of Minutes from previous Meeting –Approved as corrected. (Sidewalk sale date corrected to July 14th & 15th, Art & Wine Festival date corrected to October 21st, Craft Faire date corrected to August 13th).

Approval of Agenda for this Meeting –Approved as corrected.

Information for Members: This information was on the 3/2 agenda for members/meeting attendees to read.

Business

Instagram Presentation: Marketing Director Alisyn Gularte and Treasurer Mandi Winnicki gave an informational presentation on utilizing Instagram as a marketing tool. Alisyn will also host a presentation on Facebook on March 22nd.

National Crime Victims Week: Trish from the District Attorney's office gave a presentation on our local Victim Witness Program.

Proposed a program called *Blue in the Night*, similar to Images of Hope's *Pink in the Night*, only Blue lights would raise awareness for the victims of crimes.

PDA Evening Meetings: Evening meetings have been requested by a few attendees; Executive Board will come up with two dates where general PDA meetings could be held in the evening.

Hard Copies of PDA Agendas: Board discussed saving \$1185 a year by eliminating the distribution of hard copies of PDA agendas. Agenda will be emailed out and hardcopies will be available at PDA office at 496 Main Street. Kris Payne made a motion, Tod 2nd.

Betty Albert: Presented on the importance of agriculture and hopes to work together with PDA and organize a *Farm to Fork*-type event in 2018.

Replacement of Destroyed Road Sign: One of PDA's road signs was destroyed by someone without auto insurance. PDA will have to cover the cost of a new sign (\$598.78). Kris made a motion to replace the sign; Mandi 2nd. Motion passed.

Marketing & Events: Alisyn passed out sign up sheets for PDA committees; encouraged PDA members and merchants to participate in event committees.

Treasurer's Report (Mandi Winnicki): Bank balance is \$87,390.09; Expenses are \$9,659.49

Open Forum – Bill Robinson reported that Banners on Parade applications are available now and that Images of Hope's White on White event will take place June 4, 2017 at Rainbow Orchards.

Next Executive Board Meeting Date – April 25th, 2017, 8:30am at Wealth Guard Advisors

Next PDA General Meeting Date – May 4th, 2017, 8:00am at the Cary House