

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – April 6<sup>th</sup>, 2017

**PDA Mission Statement**- Read by Dennis Thomas

**Executive Board Report**: The PDA Executive Board met to create the agenda for the April meeting. The Executive Board also discussed a letter from the City of Placerville to PDA regarding 2018 Sunday events. The City would like to be part of the decision-making process to ensure public safety and traffic concerns are addressed.

**Police Beat**: John Clerici gave a report in Placerville Police Department (PPD's) absence. Two PPD cars were rammed during an incident. A formal offer is being made to Placerville's new Police Chief, who will start on April 24<sup>th</sup>.

**City Report**: Pierre Rivas reported on the Placerville Main Street *Parklet*. A demo parklet has been presented and the City learned a lot re: the design. **The Main Street Parklet** will be a modular that can be moved around the street to different spaces. The Parklet will only be on Main Street for 4 months. Several businesses have expressed interest in having the Parklet in front of their shop; some are concerned about the loss of one parking spot. Parklet will be finalized May 9<sup>th</sup>; contact Pierre with any questions. **Big Cut Project** has run into a snag involving defective materials. The supplier has taken full responsibility. **New parking meters** will be installed this month. As soon as they are installed, new parking rules will go into effect. **Sales tax** is now 8.25%.

**Chamber Report**: Jody Franklin- **Business Showcase** was a success; great attendance and energy. Please feel free to use the **Chamber Calendar** for upcoming events. Great article in the *Wine Enthusiast* coming up; keep an eye out for it!

**Approval of Minutes from previous Meeting** – Approved.

**Approval of Agenda for this Meeting** – Budget discussion moved to Business Section. Approved as amended.

**Information for Members**: This information was on the 4/6 agenda for members/meeting attendees to read.

### **Business**

- **Gold Week Report**: Uncle Fuzzy and Bill Robinson invited the World Gold Panning Parade board members present at the meeting to receive medals and plaques in recognition for their hard work on the parade. Fuzzy thanked downtown businesses as well for their help and kindness towards people visiting Placerville. Jody Franklin was recognized for her help with the event. The Hangtown Marshalls were thanked and given medals and pins. A Gold Panning book is currently available at The Bookery. Bill thanked Adam Anderson and the local Boy Scout Troop for their help with painting the flag stands. Gary Campbell with Channel 2 News made an excellent DVD of the event.

- **Vacant Secretary and Board Position**: Ballots were given to board members, filled out and counted. Megan Buchanan will be new secretary; Bill Robinson will be new board member.

- **CASA Box Lunches**: Please consider buying a CASA box lunch; will be delivered April 27<sup>th</sup>. CASA looking for volunteers for delivery and day of, also looking for sponsors. Businesses on Main Street are welcome to buy fewer than 3 lunches and still get delivery.

- **PDA Educational Series**: Adam Paine with **NuBrand** presented on how to get your business on Google Maps. He highly recommends using Google's free services. Smart phones are changing the way people search for businesses. Be aware of fraudulent phone calls asking you to verify your business listing for Google; you shouldn't have to pay. Visit NuBrand's website for more information and step by step instructions. NuBrand can help your business with web design and getting your business on Google Maps.

Mandi Winnicki gave a follow up on her previous **Instagram** presentation. She has successfully used Instagram to market and sell her goods at Soulbuni Silversmith; wants to help other business owners do the same. She handed out an instructional packet; will also be sent by email. Kris Payne thanked Mandi for all her work. Bill Robinson noted that Instagram accounts can be added to PDA Website.

- **Budget**: A comparative budget was requested by some PDA members. Alisyn has worked with Lisa Crummett on the budget. While a budget was distributed at the last PDA meeting, some hoped it would be approved at this meeting. Budgets will be compared at May 2017 meeting. It was noted that individual committees should be in charge of any budget amendments. Heidi motioned to approve the budget as it currently stands and put the budget on the May agenda. Budget amendments are an option. Budget will be sent out via email.

**Marketing & Events**: Alisyn Gularte- **Girls Night Out (GNO)** is around the corner on May 20<sup>th</sup> from noon-9PM; will be 80's themed. 400 Bling Bags are being created, thanks to the GNO Committee, Images of Hope and downtown businesses. Alisyn is currently working with a graphic designer. April 13<sup>th</sup> is the deadline for your info to go to Sue Rees for the coupon book. **Brewfest** is coming up on June 24<sup>th</sup>. Brewery signups are coming along nicely. Jack Russell Brewery is graciously sponsoring event. Need lots of 21+ volunteers!

**Treasurer's Report** (Mandi Winnicki) - **Bank balance** is \$75, 830.42. **Income** is \$533.78 . **Expenses** are \$21, 874.40.

**Open Forum** – Disappointment expressed regarding the meeting's voting process. Wished members had more time to decide/vote. Move marketing and events up on the agenda for next meeting? It was suggested meeting be run on Roberts Rules of Order. PDA bylaws are available on PDA website.

**Next Executive Board Meeting Date** – May 18th, 7:30am at Wealth Guard Advisors

**Next PDA General Meeting Date** – June 1st, 8:00am at the Cary House