

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – May 4th, 2017

PDA Mission Statement- Read by Dennis Thomas

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

Police Beat: Commander Kim Nida reported that downtown cameras are up! Phase 2 involves cameras in the parking garage and is now in the works of getting approved. Placerville Police Department (PPD) will have a busy summer with several events coming up. PPD's new Chief is in training; might be able to join us for June meeting. Alisyn and Kris thanked Commander Nida for her continued hard work.

City Report: Pierre Rivas reported there will be a Parklet Presentation at the upcoming City Council Meeting. Will also be a discussion about zoning codes for signs stemming from a Freedom of Speech case. Blair Bridge is now open; project will be finished up once water recedes. An attendee expressed a concern about parking; was encouraged by another attendee to keep a positive attitude and work to keep customers happy if they seem upset by new parking regulations. New meters have been installed; a flyer with parking changes will be sent via e-blast.

Chamber Report: Cathy Zuber reported that there will be a ribbon cutting for The Crystal Ship on 5/24 @ 5:00PM. Also the Chamber's Business Luncheons are on the 10th of every month. May is fire safe month. There will be a Chamber mixer at Thompson's GMC Buick on 5/26 from 5:30-7:30PM.

Approval of Minutes from Previous Meeting – A correction was made: Mary Meader, not Bill Robinson was voted onto the Board. Also the budget was approved last month. Approved as amended.

Approval of Agenda for this Meeting – Approved.

Information for Members: This information was on the 5/4 agenda for members/meeting attendees to read.

Marketing & Events: Alisyn Gularte thanked the Women's Fund El Dorado for their grant of \$6,000 for the Flower Baskets on Main Street. Also the PDA freeway sign that was destroyed will be replaced! **Girls Night Out** (GNO) is around the corner on 5/20 from noon-9PM; will be 80's themed with costume contest and dance party. Alisyn is very excited about the Bling Bags and coupon book. Please like and share the event on Facebook. **Bell Tower BrewFest** is 6/24; forms are due 5/15. Contact Alisyn for more information. 48 breweries have signed up so far. Adam Anderson shared that he visited a similar town that had a kiosk on Main Street with information about the city and events; just an idea.

Business

- **Fringe Festival:** Gavin Sellers was welcomed by PDA. He is putting on an Apple Core Fringe Festival in Placerville in September. Festival will include 20 international acts for all ages and will feature some cutting edge issues. Gavin has visited a similar festival in Fresno and was able to learn a lot about production. There will be minimal sets and venues so far include Hart Lounge, Main St. Yoga and the Cozmic Café. Some attendees asked Gavin to have the festival earlier in the year; will be a consideration in the future. Visit applecorefringe.com for more information. Also check out Gavin's show at the Hart Lounge every Thursday at 8:30PM. Dennis thanked Gavin for his hard work and asked for an update in a few months.

- **May is Bike Month:** Kristin Tornincasa reported that May is Bike Month and there will be a bike rodeo at Schnell School on 5/18. On 5/23 you can bike to work with the Mayor of Placerville! Kristin encouraged people to ride their bikes on their errands and to work. El Dorado County has logged 3,000 commuter miles.

- **May is Skin Cancer Awareness Month:** Teresa Salerno reported on an exciting new program to help prevent skin cancer, especially in children. *Slip, Slap, Slap, Wrap* is an upcoming campaign to teach kids about sun protection. 90% of skin cancer is preventable and El Dorado County has more than double the average skin cancer rates for the state. Kid friendly kick-off event will be at the City Pool on 6/2. Dennis suggested the program consider looking at the rafting community. Kristin and Teresa were thanked for all their hard work in the community.

- **Sunday Events Discussion:** Kris Payne explained that the City of Placerville has asked the PDA to consider the amount of street closures in fall because they cause major traffic issues. The City is looking forward working together with the PDA on a solution. Heidi suggested a meeting with the City, the committees from PDA events and any interested board members. It was suggested PDA work on next year's events sooner rather than later. A more detailed discussion will follow this summer.

- **Budget Discussion:** Kris Payne noted that, upon inspection, the budgets are actually very similar. The PDA comparative budget will eventually be sent to all members. The budget is extremely transparent and informative. Amendments will be a possibility if necessary.

Treasurer's Report: Mandi Winnicki met with PDA's bookkeeper, who has been with PDA for over 20 years. She also met with Dennis and Alisyn to discuss a more specific collection of data for each event. Mandi went through invoices for each event and will distribute to committees. Sue suggested using Quick Books Pro. **Bank balance** is \$70,128.75. **Income** is \$3,080.80. **Expenses** are \$29,618.28.

Open Forum – Banners on Parade will premiere at White on White on 6/4 at Rainbow Orchards. Wendy reported she is still looking for donations for the event. Angela from Pop Art suggested business owners speak first at meetings instead of last. Also suggested signs along Highway 50 advertise food and gas; feels it would get more people off the Highway. She will need to discuss with Cal Trans. It was also suggested that PDA spend money on alcohol for events within the county instead of at Costco; will definitely be considered. John Clerici reported that Measure L will be discussed at upcoming Town Hall meeting.

Next Executive Board Meeting Date – June 15th 7:30am at Wealth Guard Advisors

Next PDA General Meeting Date – July 6th, 8:00am at the Cary House