

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – June 1st, 2017

PDA Mission Statement- Read by Kris Payne

Executive Board Report: The PDA Executive Board met to create the agenda for the June meeting. Dennis introduced Amy Lautamo, who will serve as a summer intern and help with marketing and events. Dennis also noted that a solution to the sometimes negative moral at some of our meetings is being actively addressed by the executive board.

Police Beat: PDA welcomed Placerville Police Department's (PPD) new police chief, Jim Ortega. Chief Ortega is excited to serve our City and will pay close attention to issues facing our community. He would also like to be accessible to residents and offered his email (jortega@cityofplacerville.org). Chief Ortega has worked in various departments, including the Sacramento Sheriff's Dept. Chief Ortega had always wanted to work for the PPD, and plans to serve as our Chief for the next 5-8 years.

City Report: The City is in the middle of budget season. A workshop on Measure L occurred which revealed that, with increasing construction costs; the City still will not have enough money to fix everything. The City Council approved the Parklet, which will be in front of Creekside Plaza once contract negotiations are complete. Parking meters are going well; kinks are being worked out. The City is looking for a parade sponsor for the Christmas Parade. A data collection program is being considered by the City to study buying habits, etc. Kris added that PEAC meets once/month to discuss topics of local economic importance. A concern was expressed over new parking measures for business owners who teach classes. It was suggested that the City/business owners try to put a positive spin on the new measures (i.e. "isn't the two free hours of parking great? You won't find that in Sacramento!"). The City may also be able to help with a token-type program where visitors receive a discount for classes longer than 2 hours.

Chamber Report: Jody Franklin reported that the new Visitor Guide is out and features an agritourism feel. The Chamber's new website is also up; any corrections can go to Jody. The Tourism Summit is this fall; contact Jody if you'd like to be involved. Food Bloggers conference is coming up; participants will have time to shop and dine on Main Street.

Approval of Minutes from Previous Meeting – A correction was made: Chamber Luncheons are held the second Wednesday of each month. Approved as amended.

Approval of Agenda for this Meeting – Approved.

Information for Members: This information was on the 6/1 agenda for members/meeting attendees to read. A special thanks to Jack Russell Brewery and VibesUP for their generous contributions to Girls Night Out and BrewFest.

Marketing & Events: Alisyn Gularte reported that the 17th Annual **Bell Tower Brewfest** is coming up on 6/24 from 6PM-9PM with a street closure from Sacramento St. to Clay St. starting at 4PM. Alisyn thanked Jack Russell Brewery for sponsoring the event! Ticket sales are ramping up and are right around last year's. PDA is partnering with a company in Sacramento to promote the event. 51 breweries will participate; let Alisyn know if you'd like to pour beer. **Summer Sidewalk Sale** will be 7/14 & 7/15 from 11AM-6PM. This is a great time to display discount items. Please keep your sidewalk clear for ADA compliance (approximately 4FT. of room). Because there is nothing in the budget for marketing of this event, free social media, e-blasts and community calendars will help promote the event. It was also suggested the event be featured in the Windfall and Gold Panner. On 7/15 from 10AM-1PM, EDC Master Gardeners will come for a **Blooming Baskets for Butterflies** event at the bell tower. Will be an opportunity to learn and ask questions about planting flowers.

Business

- **Christmas Parade/Tree Lighting:** City is looking for a sponsor who will also be responsible for running the event. Combining the Tree Lighting and Christmas Parade has been discussed, but is a whole different issue. Both events require a lot of staffing from the City. This discussion will continue after a sponsor is determined. PDA suggested the City wait until this year is over to discuss combining the events. Concerns over parking and loss of business were expressed in regards to combining the events. Wendy Thomas was present from City Council and thanked everyone for their comments and discussion.

- **Girl's Night Out Recap:** There has been a discovery in the latest budget where paid time that had been considered 'admin' in the past was considered 'event' time in this event. That brought the profit down for Girl's Night Out (GNO) 2017. In reality, if this paid time been considered admin costs instead of event costs, the profit for the event would be much higher. There is no right or wrong way to record the marketing director's time for the event; just up to perception. Some businesses reported record sales. Alisyn thanked the GNO committee, Images of Hope, CASA, Raley's, Old Town Grill and Sue Rees for her hard work on the event's coupon book. Barb said she had a great time and thought it was a great event. Dennis encouraged Alisyn to gather some success stories.

Treasurer's Report: **Bank balance** is \$72, 142.16. **Income** is \$11, 233.69. **Expenses** are \$36, 518.93. Dennis thanked Mandi for her hard work as treasurer; she has gone above and beyond.

Open Forum – Amy Lautamo shared the El Dorado Arts Council's upcoming event: *Story of the Deep Blue Lead* 6/9-8/27 at the Fausel House Gallery. Amy also shared a free Poetry Crossroads event on 6/16 @ 5:30PM at the library. Bill Robinson from Placerville Banners on Parade shared that the banners were judged 5/31 and Barb's son placed first! Banners will be displayed at Images of Hope's White on White event on 6/4 at 4:00PM. Sun Protection Fest (SPF) is 6/2; come out with your kids and grandkids to learn about preventing skin cancer this summer.

Next Executive Board Meeting Date – July 25th 7:30am at Wealth Guard Advisors

Next PDA General Meeting Date – August 3rd, 8:00am at the Cary House