

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – July 6th, 2017

PDA Mission Statement- Read by Dennis Thomas

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

Police Beat: Dennis thanked the City and the Placerville Police Department (PPD) for their continued support of and attendance at PDA meetings. Chief Ortega reported that National Night Out is coming up August 1st. It's a great way to get to know your neighbors. If you'd like to participate, contact Carol at the PPD at 642-5210. The downtown cameras will enter Phase 2 soon, which will cover the parking garage and added cameras downtown. One member brought up a concern about suspicious people parking on Clay St. and the trash they leave. The Chief will look into it. The PPD is taking a higher level approach with the El Dorado Trail. They're looking to promote safety through environmental design. PPD has been working with Cal Trans, who have been very helpful with the process. PPD plans to patrol within the City limits and is working with the Sheriff for any additional coverage. Stay tuned for more info at City Council.

City Report: There will be a sales tax discussion regarding road repairs at the next City Council meeting. The City asked for patience and understanding as they continue to tackle every road repair they can. The Parklet is still in held up in contract negotiations and the County is meeting with a new contractor from Sacramento.

Chamber Report: The next Chamber Mixer will be at Villa Florentina in Coloma on July 27th @5:30PM. If you're not a member of the Chamber, come check it out! Golf Tournament season is approaching; if you are interested in playing or sponsoring, contact the Chamber. This year's tournament supports Big Brothers Big Sisters. Gold Bug Mine's murder mystery dinner is coming up on July 15th. Buy your ticket at Placerville News.

Approval of Minutes from Previous Meeting – Approved.

Approval of Agenda for this Meeting – Main Street Merchant Meetup is July 10th, not July 12th. Approved as amended.

Information for Members: This information was on the July 6th agenda for members to review. The Hangman's Tree Ice Cream Saloon will be the sponsor for the Placerville Christmas Parade and they're holding a "name the theme" contest for kids age 6-14. Visit the shop for more information.

Marketing & Events: Alisyn Gularte reported that the 17th Annual **Bell Tower Brewfest** was a success with 50 breweries in attendance and 100 volunteers. Alisyn thanked merchants who hosted breweries, breweries who donated beer, WeathGuard Advisors, Soroptomist, Flowers on Main, the City of Placerville, STAR volunteers, Amy Lautamo and Jack Russell Brewery for sponsoring the event! PDA received \$30,214.64 in net revenue. There were slightly fewer ticket sales but slightly higher ticket prices. The heat wave could have played into the decrease in ticket sales; Alisyn is looking into it. People have reported it was a well-organized event with great variety. Next year we'll consider VIP tickets, wine alley and Brewfest merchandise. Alisyn will work with El Dorado Disposal to see if trash can be picked up earlier. **Summer Sidewalk Sale** will be 7/14 & 7/15 from 11AM-6PM. This is a great time to display discount items. Alisyn would love to see merchant participation. Please keep your sidewalk clear for ADA compliance (approximately 4FT. of room). 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. The **Craft Faire** is August 13th from 8:00AM- 3:00PM. There will be lots of entertainment and live art demonstrations. PDA is still accepting vendor applications. **Oktoberfest** is on September 16th. There will be a committee meeting July 13th @ 8:30AM (location TBD). The Antique Fair is September 24th. Applications are available online.

Business

- **Events Planning Meeting:** August 7th @ 6:00PM at City Hall. Upcoming events will be discussed and everyone is encouraged to attend.

- **Songs of the Gold Country:** James Gledhall shared his project called *Songs of the Gold Country* with attendees. His vision is to tell a story about this region with music. The album features local artists who sing songs about the Gold Country. The idea is for locals and visitors to be able to take a piece of our community with them wherever they go. Follow *Songs of the Gold Country* on Facebook to catch them in concert and for more information.

Next Month at PDA: Heidi suggested PDA come up with a social media marketing strategy and handed out a social media proposal. Next month we will discuss this topic further.

Treasurer's Report: **Checking #1** is \$53,395.73, **Checking #2** is \$40,849.50, **Checking #3** is \$10,890.07.

Open Forum – Bill shared that Banners on Parade keepsakes are available online at placervillebannersonparade.org.

It was suggested that PDA send out agenda and minutes earlier; Dennis apologized for the delay and in the future they will be sent out earlier. It was also suggested Open Forum occur earlier in the meeting.

Next Executive Board Meeting Date – August 17th 7:30am at Wealth Guard Advisors

Next PDA General Meeting Date – September 7th, 8:00am at the Cary House