

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – September 7, 2017

PDA Mission Statement- Read by Dennis Thomas

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

Police Beat: Commander Wren shared that the downtown cameras have been installed. Dispatch is being turned into more of a real-time crime center. Once the 2nd phase is complete, there will be a press release. PPD's thoughts are with a local woman who was injured in a recent pursuit.

City Report: Parts of Placerville Drive are being paved. There will be a general increase in construction over the next 1-20 years. Good progress has been made on the local parking efforts. No enforcement on Sundays. The 9/12 City Council meeting will discuss more. A member asked the City for a set of concrete parking rules to be passed out to merchants so they can provide accurate info to customers, which could also be posted on PDA's website. Cleve stated that once more revenue is made, compact spots will be widened. Locks will also be put on new garbage cans. Heidi thanked the City and Parking Committee for the work they've put in despite taking a lot of heat.

Chamber Report: One spot left in the upcoming Chamber golf tournament; contact Jody for more information. German tour operators will be passing through town this month. Top Visit CA merchandise sellers from the UK will be awarded with a trip to California; will pass through Placerville. Tourism summit is 1/19/18 in El Dorado Hills. Anyone with a business impacted by tourism is welcome.

Approval of Minutes from Previous Meeting – Approved.

Approval of Agenda for this Meeting – Chief Heller was mentioned as the Police Chief; should have been Chief Ortega. Approved.

Information for Members: This information was on the September agenda for members to review.

Business - Marketing Proposal: Heidi shared a marketing proposal created in an effort to increase the use of social media and marketing campaign that would reach beyond our immediate area. Merchants would need to invest their own money in a 'pay to play' format. Reports can be created along the way to track progress. The total cost would be around \$15,000. Possible collaboration with the City & Chamber was considered and, of course, Alisyn would be heavily involved. NuBrand website was mentioned as a possibility for this project. More to come on this discussion as interest continues to be expressed. Heidi was thanked for her efforts.

Bylaws Review & Discussion- Discussed reducing board size to 9, since several of our 16 board members rarely show up to meetings. Letters to go out to delinquent board members. If board was reduced in size, executive board positions would be opened up to other members. Sue and Mary will also review bylaws.

Marketing and Events: Craft Faire: Live demonstrations and face painting were fun additions. New spacing helped with flow but got some mixed reviews from vendors. Alisyn thanked the Craft Faire committee and Ruth for her extra help, including vendor recruitment. Also thanked Barb, Tim and Heidi for their help. Next year, every other space would be a great idea as it would make the street fuller and give vendors more space. Unfortunately, one vendor decided to display their goods on the street without paying to participate in the event, which of course is discouraged. High heat contributed to a sparse afternoon but a busy morning. Next year, water should be provided for dogs. **Oktoberfest** is 9/16 and will feature beer & wine, wiener dog races, souvenir glasses, dance and music. Heidi has been working very hard as committee chair **Antique Fair** is 9/24. As with all events, please pay attention to ADA compliance.

Treasurer's Report: Dennis, Sue and Mandi have taken a good look at our budget and determined we are not meeting budgetary goals, and the PDA needs to make some major changes to survive. Our net profit is down in general, and a potential special meeting to review the budget is in the works.

Open Forum – Discussion over whether or not meetings should be held in the evening, which works for some and doesn't for others. John added that he has seen the evolution of Main Street since the 1970's and that it takes courage to take a step back and ask 'why are we doing this?' Change for PDA is difficult because people are married to events and ideas, but there has to be balance.

Next PDA General Meeting Date – October 5th, 8:00am at the Cary House