

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – October 5, 2017

PDA Mission Statement- Read by Dennis Thomas

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

Police Beat: Chief Ortega shared that while things have been relatively quiet, during the holidays the Placerville Police Department (PPD) will be busier. The downtown cameras are in, now just waiting for the monitors. The cameras will just cover Main Street, and Chief Ortega encouraged businesses to purchase their own security cameras. The PPD cameras will not be constantly monitored, but rather used as a reference or evidence if a crime is reported.

City Report: The City is trying to get work done before the rainy season hits. Hopefully storm repair funds for last year from FEMA will arrive in the next 12-18 months. Until then, the City will front the money. Restriping narrow parking spots in the garage is also a priority.

Chamber Report: The Holiday Marketing Partnership is a multi-layered campaign. Will incorporate social media & email blasts and will have measurable outcomes. A group of food bloggers visited Placerville and were impressed; which will hopefully lead to good feedback. Another group of 30 people is coming next Monday and anyone who would like to be included in the discount packets needs to submit their coupon tomorrow.

Approval of Minutes from Previous Meeting – Approved.

Approval of Agenda for this Meeting – Nominations for board spots were added to agenda. Approved.

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

Marketing and Events:

Oktoberfest was a success and had a lot of moving parts. Alisyn thanked Heidi, Dennis, Andrew, Barb and Jennifer from Canines on Main. Also thanked John Clerici and Wendy Thomas, John from Old Town Grill and El Dorado High School (especially the football team-who Heidi had a great experience working with). The event was bigger than expected and more ticket booths would have been advantageous. **Antique Fair**, which was led by Heidi, went really well. Some frustration over the main contact number being changed to the PDA contact number was expressed as calls were not returned in a timely manner. Traffic was also gridlocked and despite suggestions to change the date of the event, Antique Fair participants don't think it's a good idea. Alisyn and Heidi thanked Bev Fraga for her hard work. **Art & Wine Festival** is 10/21. Images of Hope and Banners on Parade (hosting a silent auction of banners) will be in attendance. **Festival of Lights** is 11/24.

Business

Bylaw Progress Report: Tim, Sue and Mary have been working on PDA bylaws, which will be emailed before the next meeting.

Reorganizing PDA: PDA will have a special board meeting 10/25 to discuss possible reorganization of board and events. Dennis will be sending out information beforehand.

Board Nominations: The following people have resigned from the PDA board: Annette, Barb & Brandon. Andrew Vonderschmidt and Janet Sekany were nominated for the board. Nominations will be open until the 11/2 meeting. Short biographies are due by the end of day on 11/2 for nominees. Ballots will be passed out 11/3 and due on 11/15 at River City Bank. Results will be sent out after 11/15 and executive board nominees will be voted on by the new board at the 12/7 meeting. A nominating committee was proposed by Tim and Heidi, Sue and Kirk agreed to participate.

Treasurer's Report: Bank Balance: \$101,533.95, Income: \$ 103,600.45, Expenses: \$98,560.76.

Next PDA General Meeting Date – December 7, 2017 @ 8:00am at the Cary House