

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – November 2, 2017

PDA Mission Statement- Read by Dennis Thomas

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

Police Beat: Chief Ortega reported that it was a busy month for the Placerville Police Department but Halloween was problem-free. Also he reminded everyone to use caution while driving as winter approaches.

City Report: On 11/8 there will be a workshop to review water and sewer rates at Town Hall @ 6:00PM. A concern about sidewalk cleanliness was expressed, and Cleve said the City is well aware. State regulations say water has to be clean and de-chlorinated before it goes into the creek, which makes the process more involved and expensive. Additionally, a concern was expressed about City drains being cleared before the rain comes.

Chamber Report: The Holiday Campaign is working on marketing strategies. This is a two-tiered campaign that is starting now. Outlying areas will be targeted through online & social media. Heidi has been collecting \$30 for participation; which is a steal for this type of marketing. This will hopefully be a year-long campaign, but that might be difficult considering some businesses will not contribute the \$30. John Sanders from Old Town Grill offered anyone who contributes \$30 a free hamburger (thank you, John!). Some concern was expressed over targeting Reno/Carson City, but Jody explained they frequent Placerville and will be targeted for the first part of the campaign only. Folsom, Sacramento and San Jose will also be targeted. Jody encouraged everyone to watch for the campaign and engage on social media (like, share, comment!).

Approval of Minutes from Previous Meeting – Approved.

Approval of Agenda for this Meeting – Bylaw discussion was tabled until January. Approved as amended.

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

Marketing and Events:

Art & Wine sold out of glasses and was a success. Alisyn thanked Images of Hope & Banners on Parade for being community partners. Also thanked Wine Smith and Placerville Art Gallery for selling tickets. **Festival of Lights** is 11/24 and PDA is excited for a digital holiday campaign. Holiday postcards and flyers will be delivered soon; Holiday committee has already been working hard.

Business

Close of PDA Nominations: Janet Sekany (Placerville Antiques), Jeff Meader (Placerville News), Andrew Vonderschmidt (EDAC), Lynne Cooner (Blue Skies), Cherie Cornelson (Cuppa Coffee & More), Deanna Coan (De Dazzle Nails), and Vanda Lavar (Fine Arts School) were all nominated. Because that fills all open board positions, no ballots will need to be passed out. This list of new nominees was approved as-is. The new board will take office in January.

PDA Possibilities: This year has been a challenge. Dennis and Alisyn were both thanked for their efforts. Since August, PDA has not been adhering to budgetary goals. PDA held a special meeting 10/25 and while only the usual players showed up, a good list of events was created and a lot of work was done. Events have been falling on the same small group of people; the work needs to be dispersed more evenly. PDA discussed contracting our alcohol-related events to a company called Beers in Sac. Antique Fair, Craft Fair, Girls Night Out, Wagon Train, Festival of Lights, Flower Baskets and Art & Wine will be supported but not lead by the PDA. Interested parties can come up with a plan for said events, form committees and have their own leadership. PDA voted that Brewfest and Oktoberfest will be grouped as absolutes and a contract will be pursued. Beers in Sac is in tune with our community and will work well with merchants. Policies for events should be developed (i.e. who is the contact person? How much will PDA really be involved? Etc.)

Treasurer's Report: Bank Balance: \$104, 829.04, Income: \$ 118, 664.24, Expenses: \$110, 456.52.

Open Forum:

Mary encouraged PDA to not stray from print media; PDA agreed.

It was suggested that the PDA agenda be more interesting and sent out sooner.

Dennis thanked everyone for a great meeting and for being open to new ideas.

Next PDA General Meeting Date – January 4, 2018 @ 8:00am at the Cary House