

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – January 4, 2018

PDA Mission Statement- Read by Dennis Thomas

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

Approval of Minutes from Previous Meeting

Approval of Agenda for this Meeting

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

Police Beat: Chief Ortega shared that they are in the process of hiring new employees. December was a good month with parade. Thanked John from Old Town Grill for burgers.

City Report: Concern was reported about the Bell Tower outlet being used late at night.

Cleve Morris reported lots of projects coming up from Measure L. Construction will be taking place on the Ramp near the East Bound Park and Ride as well as many other places among the city. Sewer projects as well as road projects throughout the town will be taking place in the next couple of months.

Chamber Report: Jody handed out Wrap-up for Holiday Campaign. Clicks showed success. Suggestion from Milena at the end of the report adding more money to the campaigns. Facebook ads could be doubling soon. Instagram can be another avenue to pursue. Reminded everyone that Tourism Summit is coming up January 19th 2018 in El Dorado Hills at the Holiday Express. Dennis commented that marketing is the most important subject we can discuss at our meetings. Heidi thanked Bill Robinson and Paul for photographs. Heidi to send out list of merchants that participated in holiday campaign via Constant Contact.

Marketing and Events:

Social Marketing Media Campaign-Mandy to head. Bill Robinson, Tim, Lorraine, Janet, and Andrew would like to also participate in the campaign. Anyone else is welcome to join.

Flower Baskets Project—Presented by Heidi. Raising money for flower basket sponsorship. Promotion email to go out to PDA email list. \$250 will get plaque on flower basket with name of family or business. Gardener Zane will be working on program. Heidi thanked Robinson's Pharmacy as first sponsor this year.

Art and Wine- still in the progress Heidi is working on bringing EDWA-El Dorado Wine Association and Beers in Sac Group to possibly reinvent Art and Wine. Bill Robinson reminded that Art and Wine festival typically has Pink in Night during October as well as Images of Hope Banners

Craft Faire—possible cancelling 2018. Ruth discussed concern about arts being lost among community. Consider change of name— Artisan Faire or Maker's Faire. Committee to meet sometime during the month of January and bring info back to February meeting. Need a calendar out for events on Main street.

Girl's Night Out—Sue announced kick off meeting on January 17th approx. 6pm. Tacos and Tiaras. All merchants are invited to join. Tacos compliments of Ambiance.

Antique Faire-Still working on date

Business

Admin Position: Heidi was approved for an admin position with the PDA. She will be main contact for PDA, first in charge of Administrative Duties, second Liason, and third Ambassador

Apple Hill Partnership: Agreement for being open to idea of building relationship with Apple Hill in hopes it will be mutually beneficial.

Treasurer Report: Dennis went over financial statements that were sent out via email

Open Forum: Dave- Asked to thank D.A. for staying on Main St. Concern about merchants on Main St. closer to Cedar Ravine not getting same benefits and bring up attn. to the city to maybe not just place offices in vacant buildings. Andrew looking into possibilities of Art and Culture Centers. Kirk addressed the need to bring attention to marketing to downtown businesses owners better get better participation. Ruth addressed the need to get more businesses to engage on the street.

Next PDA General Meeting Date – February 1st 2018 @ 8:00AM at the Cary House