

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – April 5, 2018

**Executive Board Report**—The PDA Executive Board met to create the agenda for the May meeting

**Roll Call**—Board Members present: Andrew Vonderschmidt, Cherie Cornelison, Delloree Vosper, Tim Taylor, Dennis Thomas, Jeff Meader, Mandi Winnicki

### **Approval of Minutes from Previous Meeting**

### **Approval of Agenda for this Meeting**

**Police Beat**—Chief Ortega announce job openings on the Placerville Police Dept website or city website

**City Report**—Cleve Morris discussed Clay Street open house April 18, comments can be submitted to City Hall. Amgen is coming up everyone is working on plans for a fun event. Interviewed for PEAC-recommendations are going to City Council for approval. Announced preparations were being made for the upcoming storm. Ruth expressed concern of flooding coming down Reservoir St.

**Chamber Report**—Jody Stated this was a very exciting time for downtown with all the events coming up brings lots of excitement for Main Street. Melissa discussed the Farm to Pork event coming up June 2<sup>nd</sup> on top floor of parking garage she is working with merchants on photographing items they would like to add to the silent auction.

**Featured Businesses** announced Precision Eyecare and Volution Gallery

**AMGEN**—Still working on getting merchant participation on decorations for event. Mandi will be working on the slow bike race and bike parade. Lots of marketing, pop-up tents for merchants, working on flyers and postcards on happenings for the day

**Girls Night Out**—Sue updated City Facebook page had 2400 interested Girls Night Out Facebook page had 1600 interests, 600 books and bags will be distributed to Ambiance, Shabby Rabbit, Winterhill, Robinson's and Violets are Blue. Will have food trucks on Main St. Sierra Foothill Dance presentation around Bell Tower. Public House will have fashion show. Nonprofits will be around Bell Tower. Balloons will be displayed at participating merchants John Clerici, Dennis, and John Sanders volunteered to help with balloons. John Sanders Old Town Grill will have Taco Tent by Bell Tower Huge Thanks to Wendy with Images of Hope for helping sponsor and Wendy Thomas for creating cover of book

### **Beers in Sac**

Brewfest-sold out of earlybird tickets still looking for sponsors through PDA

Wine and Art—subcommittee working on art portion working on performing arts

Oktoberfest-need bleachers for weiner dog races, if anyone has any ideas please contact Heidi. One idea was seeing if local vets would help sponsor for bleachers

**Hangtown Days**—merchant participation still needed. Highway 50 Wagon Train has agreed to stop in town for some photo ops. John Sanders is helping to get donations for Wagon Train to help with funding. Working on living history portrayals. Heidi-scavenger hunt. Lorrene asking for email or way to get all info to everyone not just owners of stores. Jody suggested placing on website.

**Placerville Artisan Faire**—Ruth First Sunday in May 2019 Cinco de Mayo themed vote could not take place this time no quorum.

**Flower Baskets Project**—will go out June 1, because unsure of weather at this time. About half way there with sponsorships

**Holiday Committee Chair** is needed

**El Dorado Adventist School**-Entrepreneur Program help students develop skills with downtown merchants

**Visitor's Guide**-Mountain Democrat, Farm Trails, and Visitors Guide \$775. See what can be done for \$500.

**Business** PEAC candidates were interviewed

PDA event branding process need criteria for some changes, placement of PDA on materials of PDA sponsored events as well as sponsorships, brands, logos...will discuss for future

**Treasurer Report**—Updated by Mandi

**Open Forum**—Sue and Dennis thanked Heidi for all her hard work, Tim recommended Imagination Theater Tom Sawyer is showing soon, Ruth asked about by-laws...Tim is currently working on them. Jeff discussed the 10% participation or lack of suggested a quarterly meeting for more merchants to get involved—nighttime, Bill announced Rainbow Orchards White on White event coming up June 3

**Next PDA General Meeting Date** –May 3, 2018 @ 8:00AM at the Cary House