

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – March 1, 2018

**Executive Board Report**—The PDA Executive Board met to create the agenda for the April meeting and met with Brian Ostrovsky Founder of Locable

**Roll Call**—Board Members present: Andrew Vonderschmidt, Cherie Cornelison, Tod Pickett, Delloree Vosper, Sherry Tollefsrud, Tim Taylor, Dennis Thomas, Janet Sekany, Jeff Meader, Mandi Winnicki ,

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

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

**Locable Presentation**—Brian Ostrovsky presented information on Locable and how it could help with calendar events (posting only one place and shows up everywhere) and improve our marketing [www.locable.com](http://www.locable.com) some concerns addressed from board members with how Bill Robinson will be affected. Andrew motioned to move forward on obtaining Locable, Mandi seconded. Andrew added that Bill brings lots of content to our website. Dennis suggested we bring it back to next the meeting.

**Police Beat**—Chief Ortega Placerville Police Dept. had a coffee with a cop event at Love Birds and will be spreading the event out to other coffee shops in town. Tod addressed noticeable homeless increase at Fox Lot. Chief Ortega stated best policy is to Contact Placerville PD if they are creating a problem

**City Report**—Cleve Morris addressed the homeless in more detail if seen sleeping on the benches or aggressively talking to people, don't hesitate to contact the police

**Chamber Report**—Jody discussed Business Showcase, gave recognition to Jacyn Lovey for blind audition on the voice, Discussed Just 1 mile off the highway campaign and Air Canada Gold Country campaign

**AMGEN**—Dennis showed Amgen Tour Video. Amgen tour will be riding through Main St. at approx. 11:20 a.m. on May 18<sup>th</sup> street will be closed from approx. 9 to 1 that day. Would like to think of the possibility of having Placerville be a host city in the future, wanting to do Americana theme, school bands?, ladder trucks holding American flags, looking to have lots of noise making possible cowbells, American flags, bunting. Committee created to make decisions on what direction Placerville wants to take for the upcoming event, will update next meeting. Question on drones—cannot be directly over the race . Bunting will be looked into for merchant buy-in.

**Placerville Artisan Faire**—2019 currently looking at date in September 2<sup>nd</sup> weekend on a Saturday

**Farm to Pork**—John Sanders with Old Town Grill discussed event on June 2, 2018 on the 3<sup>rd</sup> floor of the parking garage. Will have shuttles coming in from High School. Farm Table, Independent/Heyday, Old Town Grill/Smith Flat House will all be participating. Tickets are \$150 ea and benefit the new FFA program at Union Mine.

**Antique Faire**—Found a coordinator date Aug 26, 2018 currently working on budget

**Flower Baskets Project**—currently 6 sponsors looking for 14 more plaques will be placed on baskets for sponsorship should have up weekend before Amgen Tour would like to keep as merchants on main street supporting but if do not get merchants will be opening up to outside groups on main street

**Girls Night Out**—Need signups for assembling books and bag stuffing

**Treasurer Report**—Updated by Mandi

**Valentine's Day Giveaway**—Mandi updated everyone that the giveaway received close to 5,000 views the lady that won was very excited took the day off work to spend time on main street and visit various shops.

**Featured Businesses** announced Let's Poke and Soulbunni

### **Open Forum**

Lorraine updated everyone on The Grapes of Wrath at Imagination Theater now showing

Beers in Sac put together our sponsorship packet for Brewfest, it was handed out, if we get sponsors 100% goes to PDA if Beers in Sac get sponsors only 50% goes to PDA

Kirk thanked everyone for being present today, asked for more info to be placed into the agenda

Wagon Train(Hangtown Days) handed out merchant participation form still waiting on merchants to get back to them

Ruth mentioned it would be nice if event name is changed to be brought to Board to be discussed

Items to be placed on next agenda PEAC and Hangtown Days

**Next PDA General Meeting Date** –April 5, 2018 @ 8:00AM at the Cary House