

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – May 3, 2018

Meeting was called to order at 8:05 am

Executive Board Report – The executive board met to create agenda. Also, looking for new board members.

Roll call – Board members present: Todd Pickett, Janet Sekany, Tim Taylor, Dennis Thomas, Shelly Tollefsrud, Andrew Vonderschmitt, Delloree Vosper, Mandi Winnicki. Late: Jeff Meader. Absent: Cherie Cernelison

Approval of minutes from last meeting – Skipped until a quorum was present.

Approval of agenda – Skipped until a quorum was present.

Police Beat – Chief Ortega announced that preparations for Amgen are coming along as are preparations for summer events. A few questions were fielded concerning the homeless population and disturbing the peace. The outcome: always call the police and say that the person in question is disturbing the peace.

City Report – Cleve Morris discussed the Amgen preparations and said they were coming along nicely. Street closure info will be coming out from the city: Friday, May 18, 8:30 am – 12 pm Main Street closed from Sacramento to Bedford. Rolling closures to Cedar Ravine. No parking on Main Street, garage will still be accessible via Hwy 50. Clay Street Bridge Realignment Project is moving forward. Reviewing public comments. Design workshop coming up within the next month and a half.

Open Forum – Angela from Pop Art asked if there was interest in renewing lobbying efforts for Caltrans to approve signage on east and West ends of Hwy 50 to indicate downtown amenities. More to come on that. Heidi mentioned that GNO needed a wrap up. Bill Robinson talked about the White on White event on Sunday, June 3 at rainbow Orchards. Tickets are \$40.00.

Approval of Minutes – With a quorum met minutes from April 5 were approved.

Approval of Agenda – With a quorum met a motion by Todd Pickett and seconded by Andrew Vonderschmitt was passed to add Girls Night Out wrap up to the agenda. Agenda was approved with addition.

Chamber Report – Jody Franklin brought attention to the Amgen collateral and Bike Maps that she brought. Planning for a live feed from Amgen is underway. A Canadian media group will be in the area on the same day as Amgen. Visitor's Authority will be rolling out more Amgen content via social media that is geo targeted to Placerville. <https://visit-eldorado.com/amgen/>

El Dorado Adventist School – Gayle Norton gave a presentation on a new internship program. Change in Adventist School "Prepare for Life Through Life". Model: Go change the world. Asking to start internship program with PDA merchants.

Featured Business – Changing to Spotlight on new website.

Opportunity Meeting – Monday, May 21 @ 6pm at Town Hall. This is an evening meeting for merchants and others who are unable to attend regular morning meetings.

Amgen – Tons of excitement and merchant participation. A sound system has been rented and there will be a bike parade, slow bike race, free ride on Main St., Bike Art, 600 cow bells, and 700 thunder sticks. Represented near the bell Tower: Raley's (with free fruit), Friends of El Dorado Trail, Marshal Hospital, Parks and Recreation. Patty Borelli and Dolly Wager will coordinate on the day of the event. Looking for help passing out cowbells. Street closure: 8:30 am – 12 pm.

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Beers in Sac Update

Brewfest – Saturday, June 23rd, 2018 from 5-9 pm. Beer vendors will be on the street, not in stores. There will be up to seven food vendors on the street. Giving deference to local restaurants with limited response. Still reaching out. Jaime from Royal Six Tattoo asked how far up the street beer vendors will be placed; not past Bedford. Jamie stated that having vendors near Royal Six really helped his business. There will be a Beers in Sac pre party at Outbreak Brewery on Friday, May 4. Focus on including all businesses in events. General agreement that this event is about making money for the organization.

Octoberfest – September 22, 3-10 pm. Bleachers are possibly secured.

Antique Faire, Janet Sekany – Sunday, August 26th, 8 am to 3 am. Applications are going out. Need some help coordinating? Meeting on Monday, May 7 at 6 pm at Roundtable Pizza.

Hangtown Days, Sue Taylor – Saturday, June 9 at 1 pm. Reaching out to merchants for participation. Flyers ready. There will be events at the bell tower. Fundraiser at Old Town Grill; Saturday, May 19 3 – 8 pm.

Artisan Faire, Ruth Michelson – Nothing new to report. Board voted on date of Sunday, May 5, 2019. Mandi Winnicki moved to approve date, Tim Taylor seconded. Approved unanimously.

Flower Baskets – Going over reports from last year. Already have 14 sponsors.

Holiday committee – Still need participation.

Girls Night Out recap, Sue Rees, Wendy Goosen, Lynda S. – Goal was to expose businesses. Net revenue 6k+. Next year's theme will be Hollywood Glamour. Improvements underway. Social media marketing worked. Only marketing expense: Facebook boosts.

Locable – New website launch May 4. Still in Beta mode, moving information over from old site. Heidi now able to update. Bill Robinson, value of Locable; responsive, connections via Social Media etc. Who else is using Locable? Need to create best practices. Not a WordPress site Locable is its own platform. Locable information was passed out.

Business

Wine and Art contract – Andrew Vonderschmitt moved to approve, Janet Sekany seconded. Approved.

Antique Faire contract – Mandi Winnicki moved to approve, Tim Taylor seconded. Approved.

Bylaws

2.1 – Jeff Meader moved to approve, Janet Sekany seconded. Approved.

8.6 – Mandi Winnicki moved to approve, Janet Sekany seconded. Approved.

Announcement – Mattywags owner, Sherry Tollefsrud, has sold the business. Welcome to Debbie, the new owner.

Treasurer report

Total:	\$89,653.67
Expenses:	\$22,570.70
Income:	\$3,652.00