

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – July 12, 2018

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

Roll Call—Board Members present: Tim Taylor, Tod Pickett, Delloree Vosper, Janet Sekany, Jeff Meader, Mandi Winnicki, Cherie Cornelison

Approval of Minutes from Previous Meeting

Approval of Agenda for this Meeting

Police Beat—Chief Ortega August 7th will be National Night Out. Begins at the M.O.R.E. Center on Placerville Drive. The whole city participates food will be at all events. Ruth expressed concern about homeless entering store. Best to call non-emergency line when there is a problem 530-642-5298. Sue asked about recent stabbings and suggested more be questioning the DA why they are still on the streets. Mandi expressed concern about Alex and his cat calling

City Report—Cleve Morris will be looking into harassment by Alex to see if anything can be done. County is currently working on better program for homelessness and hope to see improvements in the near future. Still looking for someone to help on the committee for sewer and water meets four times a year needs to be a business owner. Council approved tax measure to go on ballot for legal marijuana, next meeting is to define what type of businesses will be allowed in the city. Next meeting is August 14 will be on agenda. Prop 64 has given cities authority to decide how to restrict and control where these businesses can be placed. Need letter from PDA by first of September...How do business owners feel about a marijuana business on Main St?

Chamber Report—Jody announced newly formed partner opportunities. Adventures on the road to Lake Tahoe campaign, part of the Hidden Gems campaign lots of ways to partner up. Tourism Summit in January, many ways businesses can participate.

Open Forum—Keith from Gold Rush Chorus has gone to Mayor Wendy Thomas to create a town song for Placerville. Will be based on the history of the town, is in need of forming a committee of approx.. 5 people Andrew will be one of them. Bill let everyone know that the Banners on Parade brochures have been placed in shops.

Hangtown Days RECAP—Sue Taylor- Merchants that went on the street did really well. Bill did a great job on photos. Merchants have already approached her to be put on the list for next year. Need to work on raising money for next year. This year was net neutral event for PDA because of generous donations from some groups. Ruth gave big thanks to Sue and committee for doing such a fantastic job of bringing Hangtown Days to life.

Round Table has many ways to help with fundraising events; Gold Rush Chorus will not charge as to be a gift to our community

Brewfest RECAP-Heidi acknowledged that the street closure was hard on businesses during the day; Total income was \$57,430 Budgeted for \$17,000 finished at \$16699...was very close. Beers in Sac felt rushed needs approx. 5 hours to set up. Possibility of moving time to 6-10pm close street at 1 for more morning business give chance for some to maybe come for early dinner before event. Beers in Sac needed more volunteers for cleanup. City can arrange for key to empty overflowing garbage cans. Need about 6 to 8 additional volunteers for cleanup. Heidi thanked James and Round Table for participation of Brewfest

Oktoberfest—This will be a much different setup for street closure should not need as much time. Powell's Steamers will be doing a fundraiser Aug 6th. 2 piece German Band, menu, and guest bartender, this will help to get the bleachers to partner with El Dorado High School so we can borrow them for event. Need approx. \$2200 for the one bleacher.

Wine and Art—Ruth said they have a very active committee. Beers in Sac is handling the wine side while their committee is handling the art side. Looking for manual typewriters. Art demonstrations will be on the street. Looking for a cellist if anyone knows one.

Antique Faire—Janet-applications still coming in. Have approx. same amount of vendors as last year hoping for many more this year. Need volunteers to help with event.

Placerville Artisan Faire—Ruth spoke to vendors at EDH Art and Wine—many were happy about the May 5th date

Flower Baskets Project—Plaques are up Heidi thanked Mandi for plaques and vinyl cutouts and thanked those that have donated for baskets. Asked Bill to maybe help with a good picture of baskets. Still in need of more donations have only collected half of what is needed.

Holiday Committee Chair is needed, would like to try marketing campaign through social media this year that does contests and games

Business Bliss Babe Magazine out of Reno will be doing a spread on women in wine. It will be 8 to 9 page spread on EDC. 2 pages spread will be set for PDA 4 businesses owned by women on Main St. have already been chosen, they have each paid \$200 to be in. They are Ambiance, Placerville Flowers on Main, Combella's, and SoulBuni Silversmith

Events Workshop need to plan a workshop in September will send out another survey about events will be an evening meeting to inform board. September 12 meeting will be at Town Hall or Carey House 6pm

Recruitment of PDA officers-looking for volunteers to serve on the board.

Locable- Bill and Heidi will be having office hours to update merchant info. Brian will be coming in a couple of Fridays a month to help get merchants setup need approx. 15 mins each to info in the database.

Treasurer Report—not updated with new numbers

Next PDA General Meeting Date—August 2, 2018 @ 8:00AM at the Cary House