

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – September 6, 2018

Meeting was called to order at 8:06 am

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

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

Approval of minutes from last meeting – Vonderschmitt moved to approve, all in favor.

Approval of agenda – Vonderschmitt moved to approve, all in favor.

Police Beat – Commander Wren had nothing new to report. A discussion on Main Street crime and the homeless problem followed. Wren stated if anyone is actually committing a crime a call to PD should be placed. However, homelessness is not a crime. Direct line to Placerville PD dispatch: 530-642-5280

City Report – Dave Warren filled in for Cleve Morris who was out of town. City Council would hold a formal reading of the Cannabis Ordinance on Sept. 11 and again on Sept. 25 at Town Hall and take public comment at those times. The approved Caltrans 1-lane closure on Hwy 50 in Sept. was blocked and moved to the spring due to impact on local commerce. Some discussion about proposing to Caltrans signage on Hwy 50 stating Local and Business Traffic only during Apple Hill Season took place.

Chamber Report – Laurel Brent Baum informed the crowd that the annual business directory is being revamped. More to come. She also directed those who are interested to visit <https://visit-eldorado.com/industry-info-resources/> to see the Economic Impact of Tourism in El Dorado County report. Latest promo from the Chamber is the El Dorado Ale Trail of the Western Slope which has shown some success. Lastly she mentioned that they are still engaging in relocation packages for new business and residents.

Open Forum – Dennis Thomas said that there were many good comments regarding the homelessness issue and that there was obviously more work to be done. Mandi Winnicki mentioned that the recent events have been great and that we should continue to focus on tourism. Ruth Michelson mentioned regarding the homelessness topic from the Police Beat conversation that the county needs a homeless shelter and that we need to be careful not to criminalize homelessness. Bill Robinson talked about the upcoming Pink in the Night and merchants should look out for their pink lights for their store fronts. He also mentioned that the Banners on Parade keepsakes were still available until Sept. 16. Sue Taylor talked about the Cannabis Ordinance and mentioned concern that the city does not have the resources to regulate/monitor potential problems. Commander Wren stated that the industry is heavily regulated and he believes the city does have the resources to monitor.

Locable Minute – Heidi Mayerhofer wants to teach you how to blog. Also introduced an opportunity to pay a blogger to blog about your business. Contact her for more details. She mentioned that, germane to earlier conversations, the boundary map for PDA is on the website: <https://www.placerville-downtown.org/staff-board/> (follow the link to 'Placerville Downtown Association district boundaries')

Marketing and Events – Updates from committees and Administrative Assistant.

Antique Faire, Janet Sekany – It was a great event! 73° perfect weather. Total revenue: \$3,332.89. A plan is in place for improvements for next year.

Octoberfest, Heidi Mayerhofer – Looking for more help with clean up.

Wine and Art Festival, Andrew Vonderschmitt – Update on participants from the Art committee for this event. We currently have live performances on the Main Stage from Imagination Theater!, Foothills Dance, El Dorado High School, and possibly more to come. Demonstrators expected are Healing Arts from Images of Hope,

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Soulbunni, Fine Arts in the Pines, Placerville Art Gallery, Gold Country Artists. Also, we have two live musicians and live Improv Poetry. Heidi Mayerhofer mentioned that wineries will indeed be pouring inside merchant locations.

Flower Baskets, Heidi Mayerhofer – The baskets have been refreshed.

Girls Night Out, Sue Rees – Discussion about date for next year. Decided that dates would be addressed at the events workshop on September 12.

Events Meeting – A meeting is set for September 12 at 6 pm at Town Hall to discuss the Mission of the PDA, events; how and why we do them, and how we fund our various endeavors. All are welcome. Food will be served.

Officers and new board members are needed – Tim Taylor mentioned that nominations will be accepted at the October regular PDA board meeting. If you or someone you know is interested in serving on the board be at that meeting on October 4, 2018 at 8 am at the Cary House to place a nomination.

Evening Meetings – The idea of holding evening meetings was discussed at length. Dennis Thomas moved that beginning January, 2019 regular PDA meetings be moved to 6 pm. This would be on a trial basis and the Board would reevaluate the effectiveness of the change in June, 2019. The motion passed unanimously.

Treasurer report

Total:	\$92,387.12
Expenses:	\$49,168.62
Income:	\$45,757.81

Meeting was adjourned at 9:51 am. Next meeting Thursday, October 4 , 2018 at 8 am.

Minutes submitted by Andrew Vonderschmitt