

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – October 4, 2018

Meeting was called to order at 8:07 am

Executive Board Report – The executive board met to create agenda. Discussed bylaw changes 2.1 / 8.6.

Roll call – No quorum, no roll call.

Police Beat – Chief Ortega talked about heavier traffic enforcement including distracted driving and crosswalk enforcement. Dennis Thomas brought up the homelessness issue and asked if PD was aware of the increase in the homeless population Chief Ortega talk about displacement and the homeless coming to El Dorado County to escape crime in the city.

City Report – Cleve Morris talked about working on removing the bench in front of Bonkers. Maybe relocate to new location. City Council (CC) interviewing candidates to fill Wilkins' vacancy. CC to vote on cannabis ordinance Oct 9. Project to clean Main Street sidewalks maybe in the early hours. Some volunteers needed. Filters will be placed over drains to remain in compliance. Pacific St. repave is underway the week of Oct 22. Public comment about trash cans In front of Farm Table.

Chamber Report – Cathy Zuber talked about Hwy 50 Christmas Tree Lane, adopted in 1 hour, trees are donated from Christmas tree growers, signups are first Monday in October, decorated Saturday before Thanksgiving, if you don't show up your tree goes to someone on waiting list. There will be a business lunch with James Whipple, CEO of Marshal talking about opioid crisis. Signups online.

Open Forum – Lofty Lou's will have a weekday lunch hour. Tim Taylor exclaimed they "Found Gold!" Gold Rush Live in Coloma starts on Thursday. Also, sponsors of Christmas Parade on Dec. 2, getting a website together to share pics etc. Get your check books ready for them! Bill Robinson talked about Banners on Parade auction at Wine and Art. Chief Ortega mentioned the pink lights for Pink in the Night at the police station. Sue Rees talked about Girls Night Out: asking for street closure, theme Hollywood Glam, Looking for ideas, new goal of 800-1000 swag bags. Look for parked limousines, balloon arches, champagne, red carpet, walk of fame, photo backdrop. If you want to participate in early planning contact Sue. Dennis Thomas asked if the PDA should have an official position about the hangman. An incident at Bowtie Barber where a Colin Kaepernick doll was in a noose and raised a social media conversation spurred this question. Kirk Smith said that he doesn't believe people understand the history behind the hangman. To him it's about celebrating law and order, not celebrating hangings. There were some notable murmurings at this comment.

Marketing and Events – Updates from committees and Administrative Assistant.

Girls Night Out, Sue Rees – Discussion about street closure and sharing date with Passport weekend. Unable to vote due to lack of quorum. Evening emergency meeting to vote on street closure set for Oct. 8. Many comments about local restaurants vs. food trucks. Local restaurants are given first refusal. Looking to book live music, no DJ.

Locable – Brian Ostrovsky gave a presentation at this time. Talked about automated cross promotions, calendars, collaborations, calendars on your site that updates to other opted in site calendars, and multiple listings etc. Visit: locable.com/pda for more info or to sign up. From there you can visit the Dashboard and grab code to share calendars on your site(s). A chat option is available for help.

Octoberfest, Heidi Mayerhofer – Nothing to report, no numbers have been presented from BIS. Preliminary numbers suggest that we met financial goals. Thanks to all volunteers including John Clerici and Wendy Thomas for setup and cleanup volunteer time. *Questions about contract renegotiation.

Wine and Art Festival, Heidi Mayerhofer – Some problems and setbacks including getting wineries involved (increased reimbursements), expenses for stages, live musician costs, DJ in Bell Tower, etc. But on track. VIP check in will be set up behind Robinson's Pharmacy.

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Flower Baskets, Heidi Mayerhofer – Drip system in place. Some dead baskets were taken down.

Halloween – Not a PDA event.

Holiday Committee – The committee has some new members. Still looking for a Santa.

Bylaws – Without a quorum this item was tabled.

New board member nominations were closed – Tim Taylor took note of all new nominations.

Treasurer report

None

Meeting was adjourned at 9:40 am. Next meeting Thursday, November 1, 2018 at 8 am.

Minutes submitted by Andrew Vonderschmitt