

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – February 7, 2019

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

Roll Call—Board Members present: Jeff Meader, Tim Taylor, Tony Windle, Cherie Cornelison, Tod Pickett, Brian Chase

Approval of Minutes from Previous Meeting

Approval of Agenda for this Meeting

Police Beat—No police report

City Report—Cleve Morris—Amgen will be coming through the city again May 13th. They have expressed interest in Placerville becoming a host city. 3 businesses will be limited for cannabis in the city of Placerville but will not be in the historic district. A parklet has been approved in front of Creekside Plaza this will take up one parking space for people to sit and eat.

Chamber Report—No Chamber report

Potential Board Member Intro—Kristi from Old Town Grill gave us a brief background about herself and why she would like to be a part of the PDA

Open Forum—Tony Windle is curious about what is happening with people that are currently camping in the parking lot on the second floor, concerns have been brought up by customers. Jenni inquired about the outside street drain not getting cleaned out and been told it created flooding in the Plaza. Cleve stated it was cleared before the storm and is being monitored closely. Dennis gave Tod kudos for helping with cleaning the street before stores were flooded.

Marketing and Events

Girls Night Out—Linda--This year will be a street closure both sides will look like entrance to the Oscars. Paparazzi will be on the street on red carpets. Teams will be going out to all stores to get applications for GNO please be ready in stores for them to come through

El Dorado Wine Association—Lexi—They have rented the space where H.Art Lounge used to be for 1 year. Considering merging Wine and Art Festival with Winederlust. Currently have two bands booked Isle of Black and White and Achilles Wheel, they have put together a budget based on prior years, figures show that PDA will make at least the same as last year if not more. Date will be Sept. 7, 2019

Hangtown Days—First meeting will be taking place at Hangman's Tree Ice Cream Saloon February 21, 2019 at 3pm. Will be doing a fundraiser in May or August with Blue Dog Events Charity Poker events. 6 hour event looking for committee members. Table sponsorships are \$250 for a table of 8 or single buyins. Will be soliciting businesses for Raffle prizes. Hangtown Days is an event that helps people learn about the vast history of our area. They are looking for financial sponsorships to help. This year will be the 70th year for Wagon Train. June 8, 2019 from 1-7pm.

Business

Branding PDA- Vicki and Roberta have been reading the book Rudder and working on a step by step how to brand PDA working also with Locable to create a seminar to help businesses with a marketing plan.

Locable has a package called content management its \$250 a month for 6 months. Still need businesses to claim their page on Locable. Wanting to create a core group of people "champions" that understand the value of cross promotion.

Locable to create content for PDA and push events out to networks. **All in favor with board members.**

Proposal to change dates of Wine and Art (September 7) and Oktoberfest (October 19) **All in favor**

Proposal for closed session for board members only from 6pm to 630pm. **All in favor.**

Board Member Intro—Cherie gave brief background about herself.

Treasure's Report—Budget Report

Next PDA General Meeting Date—March 7, 2019 @ 6:30PM at the Cary House