

# PLACERVILLE DOWNTOWN ASSOCIATION

## Meeting Minutes – January 3, 2019

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

**Roll Call**—Board Members present: Jeff Meader, Janet Sekany, Tim Taylor, Andrew Vonderschmitt, Tony Windle, Cherie Cornelison, Lorrene Baum-Davis, Dennis Thomas

### **Approval of Minutes from Previous Meeting**

### **Approval of Agenda for this Meeting**

**Police Beat**—Chief Ortega gave update on month of December, Traffic grant was awarded for a DUI check point that was done on Placerville Dr headed towards Home Depot, and they were able to check 500 to 600 cars detained 3 suspected and arrested 1. John from Old Town Grill was thanked for providing lunch at the Toys for Tots. Placerville Hardware thanked the police department for being for present on Main St.

**City Report**—No city report

**Chamber Report**—No Chamber report

**Board Member Intro**—Tim gave us a short biography so members can get to know their board. Each month a different member will present their biography.

**Open Forum**—Roberta Hoskins and Vicki Christensen presented a marketing coach workshop for possibilities of working with downtown merchants. Dennis Thomas will be stepping off of the board. There are currently 3 vacancies on the board. Brian Chase owner of Collective was appointed by Tim Taylor to be a member of the board and was approved to be on the board. Christy Christenson from Old Town Grill is interested in becoming a member of the board, was not present at this meeting and will be asked to tell everyone more about herself at the next meeting.

### **Marketing and Events**

**Girls Night Out**—This year will be Hollywood Glam, information was handed out on how to participate in the upcoming event and will be emailed out to all.

**Flower Baskets Project**—Need to come up with ways to raise money to keep our flowers baskets on Main St. Cost is approx. \$600 a month for watering and \$2500 to \$3000 for planting and maintaining

**Hangtown Days**—Talking about having a Blue Dog Charity Poker Event, proceeds to help sponsor Hangtown Days. Possibility of earning approx. 6,000 if marketed correctly.

**Marketing Brochure for Main Street**—Heidi is looking into completely revising the current 3-fold flyer cost has been approx. \$4,000, currently has a new mock up that is being worked on.

### **Business**

- Andrew is working on clearing up things in contracts with Beers in Sac to get a better understanding that everything is covered for the upcoming year.
- Heidi discussed the success of last year and how we need to move towards sustainability for her position and growth in the PDA. Heidi has currently been paid for 15 hours a week but has been putting in approx. 30 plus hours a week. We as a whole need to collectively decide how we can fund this position so that it can continue.
- EDWA(El Dorado Winery Association) Lexi Boeger-looking to partner with other groups in the county. USDA grant of \$400,000 for a tasting room/visitor center/hub. They are currently talking with El Dorado Hills, Placerville, and South Lake Tahoe to partner with to create a gateway to wine country. San Francisco to Reno is their general marketing target area and revenue that is generated is passed into marketing. They are looking for a letter of support from the city and from the PDA to aid them in the pursuit of a grant. PDA needs to consider pros and cons of having them here on Main St. and bring back to next agenda.
- Tim proposed PDA Membership Committee-members to welcome new businesses and get more participation from existing businesses with the PDA.
- Tim discussed that our Event signs have been confiscated by CALTRANS, currently working on agreements so they do not confiscate signs and we are in need of a new sign.
- A brief discussion of food at meetings, no decision made.
- Meetings will be held at 6:30PM over the next 6 months to see if more people will be joining us in the evenings.

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