

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – March 7, 2019

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

Roll Call—Board Members present: Janet Sekany, Jeff Meader, Tim Taylor, Andrew Vonderschmitt, Tony Windle, Cherie Cornelison, Lorrene Baum-Davis, Brian Chase, Kristi Sorenson. Members absent (excused) Tod Pickett and Sheila Kelly

Approval of Minutes from Previous Meeting

Approval of Agenda for this Meeting

Police Beat—Sgt. Cannon-suspects were arrested for graffiti vandalism throughout Main St. Property owners are recommended to remove tagging w/ 48 hours to help prevent them from returning to the same location. They seem to enjoy having their tags up longer for “airtime”. Cameras in garage are looked at by dispatcher often throughout the night to bring out officers if problems arise in garage.

City Report—Cleve Morris—Amgen will be coming through the city again May 13th. Snow could prevent them from coming through Placerville because of Mormon Immigrant Trail. Ninth Circuit has decided what cities can and cannot do with the homeless. They need to allow them to camp on public property “rest period” The homeless camp area near Placerville Drive will be getting cleaned up soon. RFP received two applications for the Ketchup and Mustard buildings. Parklett will be left up for 6 months as a trial if becomes a nuisance will be moved.

Chamber Report—written report submitted—Business Showcase and I love film, chamber businesses will be highlighted on 3.22.19. admission is free. March 12 5:30-7 Tourism.

Board Director Spotlight—Jeff Meader gave brief bio about himself. Brian Chase volunteered to be on spotlight next month

Open Forum—local tribe submitting proposal for ketchup and mustard buildings. Heidi can send proposal via email to PDA members

Marketing and Events

Taste of Main Street—Dan Blair El Dorado Band Aid Booster Club Date is set for May 11 on Main Street at Bell Tower from 1 to 4. Asking for participation from restaurants, Red Dirt Ruckus Band will be performing, 500 tickets to be sold \$25 for food \$15 for alcohol. Tabs will be handed to participants each tab will be reimbursed \$1.

Girls Night Out—Heidi, need items for bags by March 11, bags will be stuffed this year at US Bank March 16 at 1:30

Winederlust Need to form committee Kristi and Lorrene volunteered to be a part of it

Hangtown Days—Sue Taylor Asking merchants to fill out questionnaire and turn into Jeff Meader at Placerville News, looking for sponsorships next meeting is March 21st at TWBonkers

Festival of Lights—Yolanda from US Bank will be the lead for this year’s Holiday Committee

Business

Marketing workshop will be at the Cary House March 14th 6PM Locable

About Town Deb- working up fee schedule to help promote businesses. Take a look at GNO Facebook page to see interview w/Heidi @ Ambiance.

Tax Exempt Status-Brian Chase-- add tax exempt status 501c3 education outreach nonprofit to parallel existing nonprofit status. The entity will be called Placerville Historic District Association, gives Corporations the opportunity to receive tax write offs when donating or sponsoring to the PHDA. Also gives opportunity to work with local universities for getting non paid interns.

Tim Taylor motioned to create new tax exempt entity 501c3. Brian seconded. All Nays were heard. Andrew suggested that an exploratory committee look into the 501c3 by hiring or having a nonprofit lawyer look into this entity creating another entity. Tim asked there be a price set on what that lawyer would cost in motioning for this committee.

Andrew then motioned to form an exploratory committee that includes himself, Brian and anyone else that would like to join, to find more information about forming the nonprofit entity 501c3. Janet seconded. All were in favor. Brian wanted to be sure that it was noted this will be an education outreach entity. Lorrene, Jeff, and Tim all joined committee.

Treasure’s Report—None given

Next PDA General Meeting Date –April 4, 2019 @ 6:30PM at the Cary House