

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – April 11, 2019

During the closed board meeting, Tod motioned to revoke the 2011 bylaws and readopt and ratify the 1987 bylaws, Brian seconded all were in favor.

From the 1987 bylaws the board consists of 10 members and 6 is a quorum.

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

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

Approval of Minutes from Previous Meeting

Approval of Agenda for this Meeting

Police Beat—Sgt. Cannon-Thefts at Placerville Hardware Store and Sierra Western Wear have been apprehended. Tony asked about skateboarders being a bit aggressive. Officers will try to address individual complaints as they are called in. City will be re-marking the sidewalks with no skating.

City Report—no report given. Tim updated that Amgen will be here May 13th and encourages everyone to come out. If you have red white and blue to decorate building with please do so will be great for Amgen and Hangtown Days and July 4th. Tim is working with the city to find document archives for the Placerville Downtown Association. Reminded everyone that from April 13th to the 25th one lane will be open in both directions at Mosquito on 50. Kirk wanted to address the city manager about changing Placerville's welcome sign to saying welcome to wine country he was told that the board has been notified about this at 2 different meetings.

Chamber Report—written report submitted—Highlighted Hidden Gems on the road to lake Tahoe. Business Luncheon Vicki attended many people are getting excited about the upcoming marketing workshop April Mixer will be at Fine Art in the Pines April 25 from 5:30 to 7:30 Old Town Grill will be catering. Saturday May 4th will be a Poker Tournament

Open Forum—no comments

Board Director Spotlight—Brian Chase gave a brief bio about himself, Tony volunteered to be in the spotlight next month
Wopumus Nisenan MeWuk Nation—gave introductions, they have put in a request to the city for proposal of the two buildings (ketchup and mustard) Sue Taylor will be helping on the structure of the building she has worked with the tribe to put the proposal together. They are the original El Dorado Indians to El Dorado County. Two applications are up Art Council and Tribe. They propose to return the buildings back to original conditions, give the stage coach a place to park, become a museum and visitor's center. Bring docents to downtown for children field trips, which will in turn bring parents back to visit Main Street because of child's interest. They are asking for a letter from the PDA to support their proposal. They will create a memorandum of understanding for how PDA and the tribe will work together. Plan to get grants from different entities to pay for the refurbishing of the buildings. Kirk Smith stated he is favor of this proposal. This will give the PDA a stable location and have the Hangtown Marshalls for accessible.

Marketing and Events

Girls Night Out—400 bags have been sold so far still looking for volunteers to help with cleanup, Event Basics will be helping with balloon pickup. . Vicki will be handing out stars for people to leave reviews by text. Her workshop is coming up need to RSVP \$75. May 6.

Winederlust—continuing to morph and develop a partnership with EDWA, will be a ticketed event need better control of event which is planned to be from Bedford to Cedar Ravine street closure. Wanting to coordinate with businesses to participate in event, preparty VIP tickets 12-4 wine tasting in shops possibly benefits businesses and creates a new event for Downtown.

Hangtown Days—May 26th fundraiser 1-4PM Hangtown Marshalls storytelling, Improv poets, looking for auction items for this event

Flower Baskets—nothing has yet been done to collect money for baskets, Riley family sent a check and letter towards baskets. Brian will talk to Melissa(Placerville Flowers on Main)

Business

Membership Committee- welcoming new members and outreach to talk to people in downtown district to get more business participation. Need to define members first and then will form committee.

Findings of status—Tim has been looking into it, he has talked to Cleve and some attorneys to find out if in compliance, currently working on getting professional advice before getting bylaws reviewed. Two sets of bylaws were found 2011 ammended bylaws were voted to be revoked and voted to ratify 1987 bylaws, going back to original set of bylaws, need to talk with an attorney, need to define who is a member, may not necessarily be a member just because one is in the boundaries of downtown district.

Heidi highlighted reasons for a member to opt in and what the fee will provide

- GNO participation
- Brewfest
- Art and Wine
- Holiday Advertising
- No additional fees for being a part of events

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The fee taken during businesses license renewal is part of the parking business district, the city collects these fees and then gifts/grants a portion to the PDA according to the original bylaws. No longer charge members to be in events, money assessed for PDA members will help pay for post cards, website expenses, bookkeeping expense. Members will have an annual membership dinner, to be on PDA website you need to be a member, we are a 501c6 because we are a merchant association. Still looking into exploring a parallel operation with a 501c3.

Treasure's Report—Treasurer absent

Closed session-- Andrew Vonderschmitt recused himself from the conversation and vote on this topic.

Tim motioned for the PDA to write a letter of endorsement to the Wopumnes Tribe's Proposal to the City of Placerville for the Confidence Hall and Emigrant Jane Visitor Center Tony seconded all were in favor

Tim motioned for the PDA to engage in discussions with the Wopumnes Tribe regarding a MOU for the PDA use of the Confidence Hall and Emigrant Jane Visitor Center Tod seconded all were in favor

Next PDA General Meeting Date –May 2, 2019 @ 6:30PM at the Cary House