

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – June 6, 2019

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

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

Approval of Minutes from Previous Meeting

Approval of Agenda for this Meeting

Ammended April Minutes—Approved by all (Adam recused)

Ammended June Agenda—Approved by all (no director spotlight)

Police Beat—No report

City Report—Cleve Still working on budget meeting changed to 4PM on upcoming meeting release of new proposals coming out in July. Vegetation management ordinance coming soon. Road projects continue to move forward, repaving projects will be taking place. Question was asked where the fee came from for the fire inspections, fire district board of directors voted in the fee to assess inspections

Chamber Report—written report submitted—June 12 business luncheon, Henry's Steakhouse, Lunch and Learn Brian from Locable June 13. June Mixer 27th 50 Grand Restaurant and Bar.

Board Director Spotlight—Lorrene will be spotlight for July

Sourdough and Co Dana LeBlanc proposed the sandwich shop to go in to the Centro location he is a 35 year resident to this area and has lots of ideas for marketing and bringing people downtown. David spoke about how Sourdough and Co started in EDH. Dana will be a licensee. Debbie stated she feels it does not belong on main Street be its not a unique shop like the rest of the shops. Ruth is also concerned about it not being unique. Kirk inquired what types of permits are needed from the city. Resident stated Placerville distinguishes itself as unique and it needs to stay that way. Ben is concerned with the aesthetics of Main St. once one is opened it allows for more to come and we lose our individuality. There was a 1996 revitalization plan that was brought up as part of the City code it was created to protect uniqueness of Main st between Bedford and Sacramento Street (RE: Franchise business in Downtown Placerville document was handed out) A special use permit must go to the planning commission if it is moved forward we should all receive notification that it is on their agenda.

Winederlust—pre-party 1-4PM Winderlust 4-9:30PM still have banners on parade and Images of Hope. Art Galleries will host wineries during pre-party and need to budget for small caterings to pair food with wines to create Art and Wine.

Open Forum—Gold Rush Chorus is looking for a venue to practice on Tuesday evenings from 7 to 9:15. Sue Taylor is worried about the integrity of downtowns future and city seeming to allow more urbanization of th buildings and not keeping the integrity of the historic buildings. Kirk believes we need to watch the planning commission and place this on the agenda.

Marketing and Events

Hangtown Days—Sue Smud is helping to sponsor event. 11-9 street closure. Will be bringing in food vendors. Wagon Train will be coming through around 3, it will be an all-day event. Please dress up and dress your stores up. Thanked Bill Robinson for his awesome pictures taken as last year's event.

About Town Deb From Reno, Influencer. Has a huge social media following...loves Placerville. She is being contracted to help boost our events based on old budgets for previous events.

Antique Fair—already has 60 vendors signed up June 17 About Town Deb and Marshall's will be creating a commercial to promote event for the fair.

Business

Monthly meetings for the board are open to the public and have a yearly membership meeting.

Jeff motioned that we move the meetings back to the morning at 8:30AM Sheila seconded. Tony was not in favor. 7 board members were in favor. Lorrene motioned that we move our next board meeting to July 11 at 8:30AM Tim seconded all in favor

Treasure's Report—Heidi gave report

Next PDA General Meeting Date—July 11, 2019 @ 8:30AM at the Cary House