

PLACERVILLE DOWNTOWN ASSOCIATION

Meeting Minutes – July 11, 2019

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

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

Approval of Minutes from Previous Meeting

Approval of Agenda for this Meeting

Police Beat—Sgt. Maciel--June was a busy month. Merchants in case of a non-emergency situation can contact direct line for PPD 530-642-5280. Kirk Smith asked about building graffiti, he was directed to DA. Dennis Thomas asked why it's been busier; it was explained generally busier longer hours of summer.

City Report—Cleve Morris—Officer Randall is working inside and outside the city to work with homeless. Working w/DA's office to work with repeat offenders. Lorrene asked is the city working w/the county to create a space(s) to say homeless cannot be here in downtown. Cleve stated the case was you cannot arrest them but you can ask them to move off public property. Heidi noted that it has been rumored that juvenile hall might become a homeless shelter. Cleve stated that is still just a rumor. Andrew inquired about the pollution and vegetation what is being done to clean up homeless camps. Cleve stated they are currently working on clean up. There will be a meeting July 29 5:30 at Town Hall to discuss problems with traffic and the lights on Highway 50. RFP is out for old city hall intents need to be submitted by July 19.

Chamber Report—none submitted

Board Director Spotlight—Lorrene gave brief info. Tod will be next month's spotlight.

Open Forum—Bill Robinson—keepsakes demo poster of 2019 Banners on Parade. 27 of them this year, 15 years of community art brought to Main St. Sales of keepsakes, currently have mugs with all banners or single ones. Posters, bookmarks, magnets and postcard brochures are out. Banners will be auctioned off during Winderlust Pre-party. Dolly Wager—Lofty Lou's wanted to understand PDA bylaws and how decisions are made. Heidi stated we will post the current bylaws and Articles of Inc. on website. Kirk Smith—opposes having closed door sessions, it portrays to members they are not welcome. He also stated that the agenda could be formatted much better with a couple of sentences to describe what each item is about. Ruth Michelson—PDA needs to look at events and closing street down a little closer when looking at next year's events to shorten amount of time of street closure. Heidi stated closed sessions are more for board members to discuss and take care of business it is not meant to exclude any members but to give the board a chance to discuss. Dennis Thomas—PDA is dealing with tax payer dollars that is a mandatory assessment should allow members to be present at all meetings. Tim-This is a merchant association we have no power to assess any merchants, the city gives money in a grant form. Heidi—Many hours have been spent by her trying to create a more accurate representation on who the members being assessed (who comes and who goes). Andrew—Believes voting in a closed session is not advised. He stated a letter that was sent out to merchants was misleading and had unsubstantiated claims, it should not have been worded by the board and he apologized to members for that. He also noted that Tim he believed should have recused himself from voting as well because Tim's wife is on the RFP proposal for the tribe and Tim is a member of the Marshalls. Kirk stated people need to be informed. Ruth stated if it affects business on Main St. we should go back to the mission statement.

Marketing and Events

Hangtown Days—Recap Jeff Meader—good day good turnout, want to try to create a fundraiser to offset costs of event

Brewfest—Heard it was a big success apologized for early street closure. Beers in Sac has disbanded effective immediately, event netted over 20K. Need to place a budget item for future events in street cleanup. Statement read written by Mary Dedrick about closing street in a shorter amount of time. Tim read PDA mission all these events bring people downtown not all events may be good for all merchants but it is a hope to bring people back to our town and it is up the merchants to bring them into their shops once people are here. Andrew stated he and his family moved to our area because of the event Festival of Lights.

Oktoberfest—Russ Reyes of Kilt and Cork is an event coordinator interested in working for this event. Brian, Andrew, Tony, and Tod volunteered to be on a committee to look at his MOU and make a recommendation to the board.

Antique Fair—expecting to exceed number of vendors from last year.

Winederlust—has moved further east on Main St. Pink in the Night will be put up first of Sept. and into October 15. Middle of August lights will be distributed. Banners on Parade will be up during Winederlust at the event in the Tortilla Flats parking lot. pre-party 1-4PM Winederlust 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.

Tourism Connect—need to host about 50 people for tourism connect

Business

SourDough and Co.—Tim stated he was misquoted by the petitioner in his conditional use permit application and it was repeated in the Mountain Democrat. Tim was never interviewed by the Mountain Democrat. A petition was sent out and signed by many merchants and residents to protect the ordinances so that the city upholds its ordinances.

SECRETARY HAD TO LEAVE AT 10A.M. OTHER MEETING MINUTES TO FOLLOW BY ANDREW