

Women' Fund El Dorado Site Visit Committee Report 2018

Placerville Downtown Association (PDA)

On March 7, 2018 the Site Visit Committee met with Heidi Mayerhofer Administrative Assistant for the Placerville Downtown Association (PDA). The PDA was awarded a \$6,000 Community Benefit Grant for the Flower Baskets on Main Street project.

Site Visit Committee chair Claudia Taylor and members Martha Hom, Helen Walsh, Paula Grady and Jamie Hartshorn were provided an overview of the project by Ms. Mayerhofer in her downtown office.

This project provides flower baskets displayed on Main Street for four months a year for the public to enjoy. The project partners with Mother Lode Rehabilitation Enterprises (MORE) and UCCE Master Gardeners of El Dorado County. Adults with disabilities are employed through MORE for the watering of flower baskets on a regular schedule. MORE also provides an adult assistant for the workers.

The Placerville Downtown Association pre-orders flowers and soil in the first week of April from a local Nursery. When the flowers arrive they are tended to in a greenhouse by a local, contracted gardener until they are ready for planting. UCCE Master Gardeners of El Dorado County held a Community Planting Day in May 2017 to involve the community and provide an educational demonstration. PDA worked with the City of Placerville to provide non-potable, recycled water for the baskets. MORE employees watered the baskets daily using a special twenty-gallon mobile water tank with a battery and wand for pumping water up to the baskets.

Flower Baskets on Main Street provided the committee with a well-documented and easily visible project. The project finished slightly under budget spending \$5,868.75 of the \$6,000 grant. PDA plans to continue the program by seeking donations from the community including businesses, community partners, City government, and individual contributions.