



**City Manager’s Report**  
**March 14, 2023 City Council Meeting**  
**Prepared by: Terry Zeller, Director of Community Services**  
**Item #: 12.5**

**Subject:** Review the requested use of the Bell Tower area by the El Dorado Cougars Band for their annual fundraiser known as “Taste on Main” and provide the Council options for layout of the venue.

**Purpose:** Provide the Council with Bell Tower venue options for the “Taste on Main” event to be held May 6, 2023.

**Strategic Plan Strategy:** Economic Development (2) Enhance and Diversify Cultural and other Tourism Attractions (b)Special Events

**Background:** At its meeting of January 11, 2022, the Placerville City Council reviewed an agenda item for the “Taste on Main” event that was to be held on April 30th of that year around the Bell Tower on Main Street. This was the annual Cougar Band Fund Raiser for the High School that also promoted Main Street restaurants and businesses in the immediate Downtown area. For many years prior to the last few, this event was held at the Amphitheater on the High School Campus.

At this meeting in January of 2022, the City Council approved the Taste on Main event at the Bell Tower location, but with the requirement that the west lane along the Bell Tower and the Parking Structure remain open to not compromise the Parking Structure circulation during the weekend event. The Council also had discussions on the Bell Tower in general and its utility as an event location in and of itself. Discussions included the practicality of closing the Bell Tower area, the continuation of the farmers market around the Bell Tower, and whether the Bell Tower area should continue to be used any time Main Street remains open.

**Discussion:** Staff has received the request from the Eldorado High School Band to hold another Taste on Main event around the Bell Tower for May 6<sup>th</sup>, 2023, but is this year requesting the closure of Stagecoach alley and the turn lanes formerly left open in 2022 during their last event. The reason cited for this change concerns the amount of people that participated in Taste on Main 2022 and the danger of having an open lane directly next to so many people enjoying the band and participating in the event. Staff has been looking at this request and reviewing how best to accommodate it if possible. A major change that was made evident in the February Council meeting was the desire by the Council to discontinue the use of the bell tower area for the Wednesday farmers market. During that meeting Vice-Mayor Jackie Neau requested that a policy for the Bell Tower be brought to the Council for discussion considering the concerns over other events in the roadway around the bell tower. Although this staff report requests Council action for the Taste on Main event, staff understands that a more comprehensive policy for use of the Bell Tower area will need to be drafted and heard by Council apart from this request.

Staff has reviewed past events that have used the Bell Tower area, and the only two repeating events in recent history are the Taste on Main event and the Girls Night Out event, which raised funds for

Images of Hope and the Assistance League Sierra Foothills. Both of these events are very popular and attract large crowds, and both have voiced the concern of keeping the right turn lane open for their 2023 event setup, although Taste on Main is the only current application requesting the Bell Tower at this time. Keeping the right lane open does provide much better flow and use of the parking garage during these weekend events, but staff agrees with the event representatives that the proximity of vehicles to participants could increase the likelihood of a safety issue.

Staff has provided options for the Council in reference to the Taste on Main event.

Environmental:

**Options:**

1. Approve the use of the Bell Tower area and uphold the current requirement that any use of the Bell Tower require keeping Stagecoach Alley and the right turn lane in front of Sourdough open.
2. Approve the use of the Bell Tower area and allow for the closure of Stagecoach Alley and use of the roadway between Sourdough and the Bell Tower
3. Do not allow use of the Bell Tower Area for this event and direct staff to work with Taste on Main to find an alternative location.

**Cost:** Costs are projected to be approximately \$660 for staff labor of 2 full time Maintenance Workers x 4 hours calculated as overtime due to the setup of water barricades needing to happen on Saturday morning, with a Saturday afternoon drainage and removal.

**Budget Impact:** The cost would be absorbed by the General Fund.

**Recommendation:** Review the requested use of the Bell Tower area by the El Dorado Cougars Band for their annual fundraiser known as “Taste on Main” and provide the Council options for layout of the venue.



**M. Cleve Morris, City Manager**



**Terry Zeller, Community Services Director**