

## Agenda City of Placerville Placerville Economic Advisory Committee

Friday, December 10, 2021 - 12:00 P.M.  
Town Hall, 549 Main Street, Placerville, California

1. **CALL TO ORDER:** Pledge of Allegiance.
2. **ROLL CALL:** Chair Miller, Vice Chair Kaiserman, Clerici, Anderson, Thomas, Windle
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF October 8, 2021 Meeting ([Attachment A](#))**
5. **ITEMS OF INTEREST TO THE PUBLIC:** (The Committee shall not take action on this item.) **Comments may be limited to 3 minutes.**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the Agenda that is within the subject matter jurisdiction of the Committee. The Chair reserves the right to limit each speaker's time to three minutes. The Chair will recognize the speaker and ask that they state their name for the record. Personal attacks on individuals or comments which are slanderous or which may invade an individual's personal privacy will not be tolerated. PLEASE GIVE ANY WRITTEN MATERIAL PRESENTED AT THE MEETING TO CITY STAFF FOR THE PUBLIC RECORD.

6. **INFORMATIONAL ITEMS:**
  - a. HDL Retail Trends October 20, 2021 ([Attachment B](#))
  - b. Broadband Article: ([Attachment C](#))
7. **PRESENTATIONS:**
  - a. Chamber of Commerce Marketing Program Presentation – Jody Franklin, Executive Director of Tourism, EDC Visitor's Authority
  - b. Presentation on Plans to remodel Carriage Trade Center - Leonard Grado

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- c. Presentation on New Placerville Hotel at Jacquier Road and Smith Flat Road (Gateway Hotel) – Steve Smith, VP Operations, Eat.Drink.Sleep

**8. DISCUSSION ITEMS:**

- a. **Business Outreach Visits – Tony Windle, Mickey Kaiserman, Debbie Miller – On Hold**
- b. **Tourism/Health and Wellness – Adam Anderson, David Thomas, John Clerici – On Hold**
- c. **Broadband Service – David Thomas, Mickey Kaiserman**
- d. **Broadband Project- Update on Project**
- e. **Request from Council to review three items.** Review and finalize surveys. Discuss methods to distribute. ([Attachment D](#)),([Attachment E](#)),([Attachment F](#)),([Attachment G](#))
  - 1. **Receive overview of downtown events and discuss new program details.**  
Subcommittee Update
  - 2. **Review Downtown Outdoor Dining Options and consider options.**  
Subcommittee Update
  - 3. **Review and make recommendations regarding Formula Businesses.**  
Subcommittee Update
- f. **Goals and Objectives Review**

Review Final Draft of Economic Strategic Plan and appoint Member(s) to present the Plan to the City Council ([Attachment H](#)).

**9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**

- a. Update Hotel Projects
  - Gateway Hotel. Partner Developer
  - Forni Road Hotel
  - Gold Country Inn – 1332 Broadway
- b. Cannabis Dispensaries Update
- c. SACOG Civic Lab-Broadway Corridor Housing Opportunities Analysis
- d. Forni Road Hotel

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**10. ITEMS FOR NEXT AGENDA:**

**11. NEXT MEETING: January 14, 2022**

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