

## Agenda City of Placerville Placerville Economic Advisory Committee

Friday, February 11, 2022 - 12:00 P.M.

**PUBLIC ADVISORY: THE PLACERVILLE ECONOMIC ADVISORY COMMITTEE (PEAC) CHAMBERS WILL BE VIRTUAL ONLY. IN PERSON ATTENDANCE IS NOT PERMITTED.**

On February 11, 2022 the City Council adopted Resolution 9041 confirming that a statewide state of emergency continues to exist because of COVID-19 virus pandemic, and that the California Department of Public Health continues to mandate indoor masking and measures to promote social distancing, which has also been adopted by the El Dorado County public health official. City staff shall take all actions required by Government Code Section 54953(e) to protect public access and right to comment. Members of the public may participate in the PEAC meeting by accessing the live-stream video feed on the City's website at: [www.cityofplacerville.org](http://www.cityofplacerville.org) and/or participate by Zoom Meeting at [CLICK HERE](#).

If you wish to make a public comment on a specific agenda item, there are two ways to do so:

To submit a comment in writing: Please email [estrawn@cityofplacerville.org](mailto:estrawn@cityofplacerville.org) and write "Public Comment" in the subject line. In the body of the email, include the item number and/or title of the item as well as your comments. All comments received by the deadline of 10 AM on the day of the meeting will be provided to the Committee. The comments submitted shall become part of the record of the meeting.

To make a verbal comment during the meeting: Join the meeting using the Zoom meeting link or the phone number, below.

The Chair will request public comment during each item. If you would like to make a comment please do one of the following:

If you are joining the meeting via zoom, press the "raise a hand" button.

If you are joining the meeting by phone, press \*9.

---

*Materials related to this Agenda submitted to the Committee either with or after distribution of the agenda packet are available for public review without delay in the Administration Department at City Hall, 3101 Center Street, 4th floor, during normal business hours. Agendas are also made available online at <https://www.cityofplacerville.org/peac-agendas>. If you wish to receive this Agenda via email or mail, please send contact information to [placerville.adm@gmail.com](mailto:placerville.adm@gmail.com) or call (530) 642-5200.*

When it is your turn to comment, the Chair will call you by name or phone number and City staff will unmute your microphone. You will have 3 minutes to speak. Once your public comment has ended, you will be muted again.

Live transcription/Closed Captioning is available on Zoom. Click “Live Transcription” button on bottom of Zoom toolbar and enable Live Transcription to start viewing live transcription/closed captioning. If you need additional special assistance to participate in this meeting, please contact the City at least 24 hours prior to the meeting.

Access the live-stream video feed on the City’s website at: [www.cityofplacerville.org](http://www.cityofplacerville.org)

If you would like to speak on an agenda item, you can access the meeting remotely:

Join from a PC, Mac, iPad, iPhone, or Android device: Please [CLICK HERE](#)

If you do not wish for your name to appear on the screen, use the drop down menu and click on “rename” to rename yourself with a unique name.

Or join by phone:

669-900-9128 or 253-215-8782 or 346-248-7799 or 301-715-8592 or 312-626-6799 or 646-558-8656

Enter Meeting ID: 885 5361 8228

Password: 344962

**NOTE: Your phone number will appear on the screen unless you first dial \*67 before dialing the numbers as shown above.**

The City of Placerville thanks you in advance for taking all precautions to prevent spreading the COVID-19 virus.

1. **CALL TO ORDER:** Pledge of Allegiance.
2. **ROLL CALL:** Chair Miller, Vice Chair Kaiserman, Clerici, Anderson, Thomas, Windle
3. **ADOPTION OF AGENDA.**

---

*Materials related to this Agenda submitted to the Committee either with or after distribution of the agenda packet are available for public review without delay in the Administration Department at City Hall, 3101 Center Street, 4th floor, during normal business hours. Agendas are also made available online at <https://www.cityofplacerville.org/peac-agendas>. If you wish to receive this Agenda via email or mail, please send contact information to [placerville.adm@gmail.com](mailto:placerville.adm@gmail.com) or call (530) 642-5200.*

AGENDA

February 11, 2022

4. **ADOPTION OF THE MINUTES OF THE MEETING OF January 17, 2022 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. January 21, 2022 HDL Retail Trends **(Attachment B)**

7. **PRESENTATIONS:** None

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**

1. Update on Project – Our Consultant is currently drawing up preliminary engineering plans for our Pilot Project. The Committee will meet to review those with the Consultant on February 17, 2022. This will include cost estimates which will allow the City to budget for the project and move forward.

- d. **Request from Council to review three items.** Review response and action taken by City Council.

1. Consider a recommendation to the City Council regarding these three items.

---

Materials related to this Agenda submitted to the Committee either with or after distribution of the agenda packet are available for public review without delay in the Administration Department at City Hall, 3101 Center Street, 4th floor, during normal business hours. Agendas are also made available online at <https://www.cityofplacerville.org/peac-agendas>. If you wish to receive this Agenda via email or mail, please send contact information to [placerville.adm@gmail.com](mailto:placerville.adm@gmail.com) or call (530) 642-5200.

AGENDA

February 11, 2022

- **Downtown Events** – The Council took action to approve Staff oversight and administration of all Downtown Events. Staff is not beginning the process.
  - **Downtown Outdoor Dining** - The Council elected not to pursue further Outdoor Dining at this time.
  - **Formula Businesses** – The Council tabled this item to February 8. At the writing of this report no action had been taken. Staff will report at the meeting any action taken by Council.
- e. **Review Final Economic Development Strategic Plan (EDS Plan) ([Attachment C](#)) and Prioritize Implementation.** The final Economic Development Plan was presented to the Council on February 8, 2022. Staff will report out any final changes made by Council if any.
1. Review EDS Plan and direct staff on which strategies to pursue at this time.
  2. Select Committee Members to assist with each selected strategy.

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

- a. Hotel Projects Update
  - Gateway Hotel.
  - Forni Road Hotel
- b. Cannabis Dispensaries Update
- c. SACOG Civic Lab-Broadway Corridor Housing Opportunities Analysis

**10. ITEMS FOR NEXT AGENDA:**

- 11. NEXT MEETING:                      March 11, 2022**

---

*Materials related to this Agenda submitted to the Committee either with or after distribution of the agenda packet are available for public review without delay in the Administration Department at City Hall, 3101 Center Street, 4th floor, during normal business hours. Agendas are also made available online at <https://www.cityofplacerville.org/peac-agendas>. If you wish to receive this Agenda via email or mail, please send contact information to [placerville.adm@gmail.com](mailto:placerville.adm@gmail.com) or call (530) 642-5200.*