

Agenda City of Placerville Placerville Economic Advisory Committee

Friday, April 8, 2022 - 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, Anderson, Clerici, Thomas, Windle
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF February 11 ([Attachment A](#)) and March 11, 2022 Meeting ([Attachment B](#))**
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. February 25, 2022 HDL Retail Trends ([Attachment C](#))
 - b. March 24, 2022 Retail Trends ([Attachment D](#))
7. **Election of Committee Officers**
 - a. Election of Committee Chair
 - b. Election of Committee Vice- Chair

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 or call (530) 642-5200.

8. PRESENTATIONS:

- a. Update on City Marketing Program – Slides Provided by Jody Franklin, El Dorado County Chamber of Commerce ([Attachment E](#))

9. DISCUSSION ITEMS:

- a. **Strategy 1.1 Business Outreach Visits – Mickey Kaiserman, Debbie Miller, Tony Windle – Report by Committee**
- b. **Strategy 2.3 Historic Inventory Review – Adam Anderson, Tony Windle – Report by Committee**
- c. **Strategy 1.4 Potential Annexation Areas – John Clerici, Mickey Kaiserman – Report by Committee**
- d. **Strategy 1.4 Site Inventories – Adam Anderson, David Thomas, Debbie Miller – Report by Committee**
- e. **Strategy 1.5 Broadband Infrastructure – David Thomas, Mickey Kaiserman – Report by Committee**

10. 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

11. ITEMS FOR NEXT AGENDA:

12. NEXT MEETING: May 13, 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 or call (530) 642-5200.