

## Agenda City of Placerville Placerville Economic Advisory Committee

Friday, April 14, 2023 - 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, Thomas, Windle, Borelli, Godwin
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF March 10, 2023 Meeting**  
([Attachment A](#))
5. **Election of Chair and Vice-Chair**
6. **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.

7. **INFORMATIONAL ITEMS:**
  - a. **Retail Trends March 13, 2023** ([Attachment B](#))
8. **DISCUSSION ITEMS:**

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*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.*

- a. **Review of Strategic Plan ( [Attachment C](#) ) and Focused Strategies** – Approximately one year ago the Committee selected the strategies listed below to focus on for the year. The purpose of this item is to review our Strategic Plan and recommend focused strategies for the coming year.
  - b. **Committee Appointments** – Based on the recommendations of focused strategies, appoint members to serve on sub-committee for each focus area.
  - c. **Strategy 1.1 Business Outreach Visits** – Mickey Kaiserman, Debbie Miller, Tony Windle – Report by Committee
  - d. **Strategy 2.3 Historic Inventory Review** – Adam Anderson, Tony Windle – Report by Committee
  - e. **Strategy 1.4 Potential Annexation Areas** – Mickey Kaiserman – Report by Committee
  - f. **Strategy 1.4 Site Inventories** – Adam Anderson, David Thomas, Debbie Miller – Report by Committee
  - g. **Strategy 1.5 Broadband Infrastructure** – David Thomas, Mickey Kaiserman – Report by Committee – Review proposed Survey and provide input. ([Attachment D](#))
9. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**
- a. Hotel Projects Update
    - Mackinaw Hotel.
    - Forni Road Hotel
  - b. Broadband LATA Grant
  - c. Upper Broadway Shopping Center Status
  - d. Middletown and Mallard Affordable Housing Projects
  - e. Clementine (Placerville Armory) Affordable Housing Project
10. **ITEMS FOR NEXT AGENDA:**
11. **Adjournment**
12. **NEXT MEETING:** **May 12, 2023**

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