

Agenda City of Placerville Placerville Economic Advisory Committee

Friday, May 12, 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 April 14, 2023 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.

7. **INFORMATIONAL ITEMS:**
 - a. **Retail Trends April 10, 2023 ([Attachment B](#))**
 - b. **Presentation by Leonard Grado, Apple Farm Place**
8. **Consider Changing Meeting Times ([Attachment C](#))**
9. **DISCUSSION ITEMS:**
 - a. **Review of Strategic Plan ([Attachment D](#)) and Focused Strategies** - Approximately one year ago the Committee selected the strategies listed below to focus on for the year. The

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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
- h. **Review Municipal Service Review and proposed expansion of the City's Sphere of Influence.** ([Attachment E](#))

10. 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. Armory Affordable Housing Project

11. ITEMS FOR NEXT AGENDA:

12. Adjournment

13. NEXT MEETING: June 9, 2023

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