

## **Agenda City of Placerville Placerville Economic Advisory Committee**

**Friday, November 10, 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 Anderson, Borelli, Godwin, Kaiserman, Thomas, Windle
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF October 13, 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.

6. **INFORMATIONAL ITEMS:**
  - a. **Retail Trends October 26, 2023 ([Attachment B](#))**
  - b. **September Business License Report ([Attachment C](#))**
7. **DISCUSSION ITEMS:**
  - a. **Strategy 1.1 Business Outreach Visits – Paul Godwin, Patty Borelli, Tony Windle – Report by Committee**

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- b. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller – Report by Committee**
  - c. **Strategy 1.4 Broadband Infrastructure – David Thomas, Mickey Kaiserman, Paul Godwin – Report by Committee**
  - d. **Review current Municipal Code Regulations regarding Short Term Rentals (STR) and provide input to staff ([Attachment D Staff Report](#))([Attachment E Ordinance](#)) ([Attachment F County Code](#))**
  - e. **Consider New Goal to Enhance Community Identity ([Attachment G](#))**
8. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**
- a. Hotel Projects Update
    - Mackinaw Hotel.
    - Forni Road Hotel X 2
  - b. Apple Farm Place Shopping Center
  - c. Middletown and Mallard Affordable Housing Projects
  - d. Clementine Affordable Housing Project
9. **ITEMS FOR NEXT AGENDA:**
10. **Adjournment**
11. **NEXT MEETING: December 8, 2023 (Consider Cancelling)**

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