

****AMENDED****

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

**Friday, January 12, 2024 - 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 November 10, 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 December 7, 2023 ([Attachment B](#))**
 - b. **November and December Business License Report ([Attachment C](#))**
 - c. **Sales Tax Report ([Attachment D](#))**

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.

7. DISCUSSION ITEMS:

- a. **Strategy 1.1 Business Outreach Visits – Paul Godwin, Patty Borelli, Tony Windle – Report by Committee** - Member Godwin: Geartooth Alewerks, Gold Leaf ([Attachment G](#))(out of order)
- 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 Economic Development Strategy. Consider any changes and discuss focus goals for 2024. ([Attachment E](#))**

Staff Recommendation: Consider New goal for discussion and implementation. ([Attachment F](#))

Goal 3: Enhance Community Identity – The Look and Feel of a Great Town

Objective: To grow and improve the “Wow” factor for every person coming into our community by enhancing the great places, spaces and “walkability” and accessibility of the community for people to enjoy.

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: February 9, 2024

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AGENDA

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