



*Placerville is the Place for Economic Vitality  
and a Vibrant Lifestyle  
that Respects its Historic Identity*



# Agenda City of Placerville Placerville Economic Advisory Committee

Friday, April 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 March 8, 2024, ([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. **February Business License Report ([Attachment B](#))**
  - b. **Retail Trends ([Attachment C](#))**
7. **PRESENTATIONS:** We will receive three presentations on potential business attraction programs.
  - a. **The Retail Coach – Charles Parker**
  - b. **HdL Companies – Barry Foster**

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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.



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- c. Placer.ai – Haylee Taylor
- d. Local Economic Development, Sam Wiesepape and Jim Slavin ([Attachment D](#))

**8. DISCUSSION ITEMS: (If time permits)**

- a. **Strategy 1.1 Business Outreach Visits – Paul Godwin, Patty Borelli, Tony Windle – Report by Committee**
  - Business Outreach Visit Responses ([Attachment E](#))
- 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. **Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement. Adam Anderson, Patty Borelli, David Thomas**
- e. **Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. Adam Anderson, Paul Godwin, Tony Windle**

**9. 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
- e. Oborn Tentative Subdivision Map
- f. D.R. Horton Homes Subdivision – The Ridge at Orchard Hills Planning Development

**10. ITEMS FOR NEXT AGENDA:**

**11. Adjournment**

**12. NEXT MEETING:                    May 10, 2024**

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