

Agenda City of Placerville Placerville Economic Advisory Committee

**Friday, May 10, 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 April 12, 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](#))**
 - c. "Hitting Where It Hurts," by Maybeth Bizjak, Edible Sacramento, Spring 2024
([Attachment D](#))**
- 7. PRESENTATIONS: None.**
- 8. DISCUSSION ITEMS:**

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.

- a. **Strategy 1.1 Business Outreach Visits – Paul Godwin, Patty Borelli, Tony Windle – Report by Committee**
- 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**
- f. **Review presentations from the April 12, 2024, Meeting and make recommendations to the City Council if any. ([Attachment E](#))**
 - i. The Retail Coach
 - ii. HDL
 - iii. Placer ai
 - iv. Local Economic Development

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
- g. New Faze Development – Astonia Residential Subdivision Map

10. ITEMS FOR NEXT AGENDA:

11. Adjournment

12. NEXT MEETING: June 14, 2024

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