

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

**Friday, December 13, 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, Kaiserman, Thomas, Windle, Vacant
- 4. ADOPTION OF AGENDA.**
- 5. ADOPTION OF THE MINUTES OF THE MEETING OF November 8, 2024 (Attachment A)**
- 6. 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. October Business License Report (Attachment B)**
  - b. Retail Trends (Attachment C)**
- 8. PRESENTATIONS: None.**
- 9. DISCUSSION ITEMS:**
  - i. Strategy 1.1 Business Outreach Visits - Patty Borelli, Tony Windle - Report by Committee**

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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.

- a. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller – Report by Committee**
  - b. **Strategy 1.4 Broadband Infrastructure – David Thomas, Mickey Kaiserman, – Report by Committee/City Manager**
  - c. **Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement. Report by Committee. Adam Anderson, Patty Borelli, David Thomas**
  - d. **Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. Adam Anderson, Tony Windle. Update by Committee**
    - Presentation by Adam Anderson on proposed Dog Friendly Improvements (Attachment D)
  - e. **Recommendations for “Buy Local Campaign” – Mr. Morris/Member Anderson**
    - Review Status of Program
  - f. **Discussion of Downtown Business Environment. How can we improve.**
  - g. **Consider changing the day of meeting from Friday to Thursday.**
- 10. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**
- a. Hotel Projects Update
    - Mackinaw Hotel (Smith Flat Road)
    - Forni Road (Cimorelli) Hotel
    - Forni Road (Boulevard Construction) Hotel
  - 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 Planned Development
  - g. New Faze Development – Astoria Residential Subdivision Map
- 11. ITEMS FOR NEXT AGENDA:**
- 12. Adjournment**
- 13. NEXT MEETING: January 10, 2024**

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