

Agenda City of Placerville Placerville Economic Advisory Committee

**Thursday, January 9, 2025 - 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 December 13, 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. **December Business License Report** ([Attachment B](#))
 - b. **Retail Trends (None for December)**
8. **PRESENTATIONS:** None.
9. **DISCUSSION ITEMS:**
 - a. **Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson - Report by Committee** ([Attachment C - Creekside Gallery Report](#))

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.

- b. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller – Report by Committee** (Staff recommends scheduling a meeting with Mayor Clerici)
- c. **Strategy 1.4 Broadband Infrastructure – David Thomas, Mickey Kaiserman, – Report by Committee/City Manager;** Presentation by Steve McCargar – Broadband Options
- d. **Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement. Report by Committee.** 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, Tony Windle. Update by Committee
- f. **Recommendations for “Buy Local Campaign”.** Mr. Morris/Member Anderson

Review Program, Do we do it again next year? Is there something similar we do throughout the year. ([Attachment D](#))

- g. **Discussion of Commercial Districts.** How can we improve.

10. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update
 - Mackinaw Hotel.
 - Forni Road Hotel
- b. Apple Farm Place Shopping Center
- c. Middletown and Mallard Affordable Housing Projects
- d. Clementine Affordable Housing Project
- e. D.R. Horton Homes Subdivision – The Ridge at Orchard Hills Planned Development

11. ITEMS FOR NEXT AGENDA:

12. Adjournment

13. NEXT MEETING: February 13, 2025

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