



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



Agenda Amended
City of Placerville
Placerville Economic Advisory Committee

Thursday, February 13, 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
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF January 9, 2025**
(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. **January Business License Report (Attachment B)**
 - b. **Retail Trends (Attachment C)**
7. **PRESENTATIONS: None.**
8. **DISCUSSION ITEMS:**
 - a. **Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson – Report by Committee**

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- b. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller – Report by Committee (On Hold)**
- c. **Strategy 1.4 Broadband Infrastructure – David Thomas, Mickey Kaiserman, – Report by Committee/City Manager; Update by Staff**
- 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 and Member Anderson Review Draft Newsletter and make recommendations. ([Attachment D](#))**
- g. **Discussion regarding Vacant Commercial Buildings and potential action. ([Attachment E Sample ordinances](#))**
- h. **Discussion regarding cost and process for fire inspection fee. (Morris and Kaiserman) ([Attachment G](#))**
- i. **Discussion of Commercial Districts. How can we improve.**
- j. **Dog Park Survey. ([Attachment F](#))**

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update
 - Mackinaw Hotel.
 - Forni Road Hotel - Application Ready to submit.
- b. Apple Farm Place Shopping Center
- c. Middletown and Mallard Affordable Housing Projects
- d. Clementine Affordable Housing Project
- e. Desi Pizza Bites – Roundtable Site
- f. D.R. Horton Homes Subdivision – The Ridge at Orchard Hills Planned Development

10. ITEMS FOR NEXT AGENDA:

11. Adjournment

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12. NEXT MEETING: March 13, 2025

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