

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

**Thursday, April 10, 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, Lishman, Kaiserman, Windle, Vacant. Welcome and Introduction of New Member Lishman.
4. **RECOGNITION OF DAVID THOMAS**
5. **ADOPTION OF AGENDA.**
6. **ADOPTION OF THE MINUTES OF THE MEETING OF February 13, 2025  
(Attachment A)**
7. **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.

8. **INFORMATIONAL ITEMS:**
  - a. **February and March Business License Report (Attachment B)**
  - b. **February and March Retail Trends (Attachment C)**
9. **PRESENTATIONS: None**

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**10. DISCUSSION ITEMS: Review current Focus Strategies and Committee Appointments and make changes if necessary.**

- a. **Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson – Report by Committee**
- b. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller – Report by Committee (On Hold)**
- c. **Strategy 1.4 Broadband Infrastructure – 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**

Review Draft Newsletter and make recommendations. ([Attachment D](#))

- g. **Discussion regarding Vacant Commercial Buildings and potential action. ([Attachment E Sample ordinances](#))**
- h. **Update on proposed Dog relief stations.**

**11. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**

- a. Hotel Projects Update
  - Mackinaw Hotel.
  - Forni Road Hotel - Application Ready to submit.
- b. New Grocery Outlet – County Fair Shopping Center
- c. O’Riley Auto Parts – County Fair Shopping Center
- d. Middletown and Mallard Affordable Housing Projects
- e. Clementine Affordable Housing Project
- f. Desi Pizza Bites – Roundtable Site
- g. D.R. Horton Homes Subdivision – The Ridge at Orchard Hills Planned Development

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



12. ITEMS FOR NEXT AGENDA:
13. ADJOURNMENT
14. NEXT MEETING: May 8, 2025

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