



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



Agenda City of Placerville Placerville Economic Advisory Committee

**Thursday, September 11, 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.
- 3. ADOPTION OF AGENDA.**
- 4. ADOPTION OF THE MINUTES OF THE MEETING OF August 14, 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. August Business License Report (Attachment B)**
 - b. August Retail Trends (Attachment C)**
- 7. PRESENTATIONS:**
 - a. Sales Tax Reform Presentation (Attachment D)**
- 8. DISCUSSION ITEMS: Review current Focus Strategies**

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: Patty Borelli, Tony Windle, Adam Anderson – Report by Committee** Loved to Death, 470 Main Street ([Attachment E](#))
- b. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller – Report by Committee** Work being done by Development Services Director, Carole Kendrick.
- c. **Strategy 1.4 Broadband Infrastructure – Mickey Kaiserman, – Report by Committee/City Manager;** Segment One, Placerville Drive under construction.
- d. **Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement. Report by Committee. Adam Anderson, Patty Borelli, Kathi Lishman**
- e. **Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. Adam Anderson, Tony Windle, Kathi Lishman**
 - i. Review recommendations for Dog Relief Stations
 - ii. Proposal to clean downtown sidewalks and trash cans. ([Attachment F](#))
- f. **Recommendations for “Buy Local Campaign”. Mr. Morris** Final Newsletter ([Attachment G](#))
- g. **Discussion regarding Vacant Commercial Buildings and potential action.** Review Subcommittee report from May Meeting and provide direction to staff/committee. ([Attachment H](#))

9. 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. The Ridge at Orchard Hills Planned Development

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10. ITEMS FOR NEXT AGENDA:
11. Adjournment
12. NEXT MEETING: October 9, 2025

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