

MINUTES

CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, January 12, 2024 - 12:00 P.M.  
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was called to order by **Chair Miller** at 12:00 p.m.

2. **ROLL CALL:**

Members Present: Chair Miller, Vice Chair Anderson, Borelli, Godwin, Kaiserman, Windle

Members Absent: Thomas

Staff Present: City Manager Morris, Assistant City Manager / Finance Director Warren, Development Services Director Rivas

3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Member Kaiserman** and seconded by **Member Borelli. Motion carried 6-0.**

4. **ADOPTION OF THE MINUTES OF THE MEETING OF November 10, 2024.**

Adoption of the Minutes was moved by **Member Borelli** and seconded by **Member Godwin. Motion carried 6-0.**

5. **ITEMS OF INTEREST TO THE PUBLIC:** None received.

6. **INFORMATIONAL ITEMS:**

a. **Retail Trends December 7, 2023.**

The Committee discussed the report. **Member Windle** reported that credit card purchases accounted for over 80% of transactions. Member Kaiserman reported that Wells Fargo Bank is changing service fees for cash deposits.

b. **November and December 2023 Business License Report.**

**Chair Miller** asked if staff could provide the number of new business licenses issued for previous months to show trends. Mr. Warren responded that staff is able to provide this information to the Committee.

Kathy Lishman asked if a business owner gets notification of business license expiration. Mr. Warren responded in the affirmative. Ms. Lishman suggested

that a copy of the sign ordinance be placed in the notice mailing. Staff suggested that a sign ordinance summary sheet be provided in lieu of the full ordinance.

**c. Sales Tax Report.**

Mr. Warren provided the Committee with the sales tax report clarifying that the information provided by HdL Companies is 6 months old and summarized the top 25 sales tax generators in the City. Mr. Warren also reported on the Bradley-Burns Uniform Local Sales and Use Tax Law that allows a percentage to be added to a statewide sales tax including Measure J which added a 0.25% add-on for police services; Measure H which added a 0.25% add-on for water and sewer improvements; and Measure L which added a 0.50% add-on for road improvements. Totals sales tax in Placerville is 8.25%. Mr. Warren also reported a \$137,000 less than the anticipated budget revenue project due to a decrease in auto sales and transportation.

The Committee discussed fulfillment centers with staff and reviewed the business with fulfillment centers in California.

**7. DISCUSSION ITEMS:**

a. **Strategy 1.1 Business Outreach Visits – Patty Borelli, Paul Godwin, Tony Windle. Member Godwin** reported that he visited Flourless Bakery, Cappelli Winery Tasting Room, and Creekside Studio; and that he met with the owner of Sole Desire who complained about the City’s sign ordinance did not permit use of banners and that signs cannot be placed at the charging station area. **Member Borelli** reported that there is an issue of addresses (address numbers) not being clearly visible.

b. **Strategy 4.3 Potential Annexation Areas – Patty Borelli, Mickey Kaiserman, Debbie Miller.** Mr. Morris reported on the adoption of the Municipal Services Review and Shere of Influence (MSR-SOI) Update on December 6, 2023, by LAFCo. Staff is working with the Annexation Subcommittee for a path forward to expand the SOI in the Smith Flat Area and pursue annexation at the same time. The Subcommittee will work with property owners. The City Council will need to approve the scope of work. **Council Member Clerici**, who serves on LAFCo, reported on LAFCo’s consideration of the MSR/SOI Update.

c. **Strategy 1.5 Broadband Infrastructure – David Thomas, Mickey Kaiserman, Paul Godwin.** Mr. Morris reported that we are waiting for the results of the grant application, due this spring, and that the Governor’s 2024-25 budget reduced the funding for broadband projects. **Member Kaiserman** reported that T-Mobile sent out a mailer advertising a 5-G service. **Member Godwin** reported that he now gets 20 times faster service with T-Mobile on Myrtle Street where he lives.

d. **Review Economic Development Strategy. Consider any changes and discuss focus goals for 2024.** Mr. Morris discussed with the Committee the

recommendation to add Goal 3: *Enhance Community Identity – The Look and Feel of a Great Town* from the Placerville Economic Development Strategy to the Committee’s 2024 implementation focus list. Mr. Morris defined “WOW” factor as meaning something that is unique to Placerville and that identifies Placerville differently from other gold country towns.

**The Committee discussed the goals to focus on. Chair Miller** recommends a comprehensive review of the Economic Development Strategy in 2025.

It was moved by **Member Anderson** and seconded by **Member Borelli** to add Goal 3: *Enhance Community Identity – The Look and Feel of a Great Town* and Strategy 5.3: *Review Planning and Building Policies and Procedures and recommend changes for improvement*, more specifically review of the Sign Regulations (Code Section 10-4-17). **Motion carried 6-0.**

- e. Mr. Morris discussed a proposal by CGI, a national company, to do a banner program for Placerville, whereby the City would get 25 banners for placement on individual street light posts offering businesses the opportunity to sponsor a banner and have their name on double sided banners for a set price for a set period of time based on the sponsorship amount. Mr. Morris asked for a recommendation from PEAC to take to the City Council. **The Committee unanimously endorsed the proposal.**
- 8. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**
- a. **Hotel Projects Update:**
    - Mackinaw Hotel: Mr. Morris and Mr. Rivas gave an update on the status of the Mackinaw Hotel project.
    - Marriott Hotel X2: Mr. Morris reported that there has been no new information on these proposals.
  - b. **Apple Farm Place Shopping Center:** Mr. Morris reported that the remodel for the new Harbor Freight store is under construction.
  - c. **Middletown and Mallard Affordable housing Projects:** Mr. Morris stated that grading permits have been issued and building plans and improvement plans are in plan check.
  - d. **Clementine (Armory) Affordable Housing Project:** Mr. Morris reported no new information on this project.
  - e. Mr. Rivas reported on the End Hedge Fund Control of American Homes Act sponsored by Sen. Jeff Merkley of Oregon and Representative Adam Smith of Washington to curtail hedge funds from owning single-family homes.
- 9. ITEMS FOR NEXT AGENDA:** None.
- 10. NEXT MEETING:** February 9, 2024.
- 11. ADJOURNMENT:** The Meeting was adjourned by **Chair Miller** at 1:47.