

## MINUTES

CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, February 10, 2023 - 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 12:09 p.m.

2. **ROLL CALL:**

Members Present: Chair Miller, Vice Chair Kaiserman, Windle  
Members Absent: Anderson, Thomas (Note: Placerville Drive  
Business representative seat and a Member-at-  
Large seat are vacant)  
Staff Present: Development Services Director Rivas, City  
Engineer Neves, Senior Management Analyst  
McCargar

3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Member Kaiserman** and seconded by **Member Windle**. **Motion carried 3-0.**

4. **ADOPTION OF THE MINUTES OF THE MEETING OF January 13, 2022.**

Adoption of the Minutes was moved by **Member Kaiserman** and seconded by **Member Windle**. **Motion carried 3-0.**

5. **ITEMS OF INTEREST TO THE PUBLIC:**

No comments received.

6. **INFORMATIONAL ITEMS:**

a. Presentation on Broadway Housing Opportunities Analysis.

Mr. Rivas introduced the item and gave a brief history of the SACOG's Civic Lab program for revitalization of the Broadway corridor, subsequent REAP funding of the "Broadway Housing Opportunities Analysis," and introduced Amy Lapin, Economic & Planning Systems.

Ms. Lapin introduced her firm and Ascent Environmental who assisted in the preparation of the report. Ms. Lapin provided a PowerPoint presentation of the report; gave an overview of the Broadway corridor study area, reviewed the five key findings of the report, three strategies and recommendations for facilitating housing opportunities; and took questions from the Committee and the public. Ms. Lapin pointed out that the City has

twice the number of jobs as employees, and the median housing price has increased 160% since 2012. Ms. Lapin also discussed the need for affordable housing for the “missing middle.” Data is obtained from “OnTheMap,” U.S. Census Bureau. Ms. Lapin provided the Committee with a hard copy of the PowerPoint presentation.

b. Presentation on Trip to Green.

Ms. Neves provided the Committee with an overview of the issue of Highway 50 congestion due to the three traffic signals and the pilot project to control access to Hwy 50 by holding the signals to be held in a solid green phase for a scheduled duration. The City, the El Dorado County Transportation Commission, and Caltrans are jointly working together to develop a U.S. 50 Corridor Action Plan to develop solutions to improving traffic congestion problem. Ms. Neves reported that public input has been received in two previous workshops, held on December 8, 2022, and on January 19, 2023. The December 8<sup>th</sup> workshop provided the public with the findings from the Trip-to-Green demonstrations held on weekends and to collect public comment. At the January 19<sup>th</sup> workshop, participants reviewed four alternatives and the pro and cons of each. Thursday, February 16<sup>th</sup> will be the third workshop to be held virtually via Zoom from 5:30 p.m. to 7:00 p.m. This workshop will provide the public the opportunity to review the draft Action Plan and discuss the next steps. Following the workshop, staff will provide a report to the City Council for further direction. Ms. Neves also reviewed with the Committee the results of the Merchant/Business survey regarding the previous Trip-to-Green demonstrations held and perceived impacts on their respective businesses. The survey was available to the three business areas, downtown Main Street, Broadway, and Placerville Drive. Ms. Neves provided the Committee hard copies of: the U.S. 50 Corridor Action Plan Community Open House Event Summary, the Merchant Specific Survey, and the February 16, 2023 Action Plan Workshop flyer.

7. **DISCUSSION ITEMS:**

- a. Strategy 1.1 Business Outreach Visits – Mickey Kaiserman, Debbie Miller, Tony Windle – Report by Committee.

**Chair Miller** reported that the subcommittee has not yet met and tabled the item to the next meeting.

- b. Strategy 2.3 Historic Inventory Review – Adam Anderson, Tony Windle – Report by Committee.

**Member Windle** reported that the Committee had no activity and that the Committee still needs to meet.

- c. Strategy 1.4 Potential Annexation Areas – Mickey Kaiserman – Report by Committee.

Mr. Rivas provided a report on the effort by DSD staff to complete the preparation of a table of all the past and proposed annexation areas for use by the Committee. Mr. Rivas reported that LAFCO has begun their Municipal Services Review (MSR)/ Sphere of Influence (SOI) update.

**Member Kaiserman** reported on the merger of the Diamond Springs-El Dorado Fire Protection District with the El Dorado County Fire Protection District.

- d. Strategy 1.4 Site Inventories – Adam Anderson, David Thomas, Debra Miller – Report by Committee.

**Chair Miller** provided the Committee a listing (LoopNet) of commercial properties on the market within the City of Placerville and vicinity and reviewed each of the properties. Chair Miller also provided the Committee with statistics on sales of single-family homes in Placerville which included sale versus sold versus pending, average sold price per square foot, average days on market, average for sale and sold price, and months of inventory on closed sales.

- e. Strategy 1.5 Broadband Infrastructure – David Thomas, Mickey Kaiserman – Report by Committee.

Mr. McCargar provided the Committee a PowerPoint presentation on the status of the 500K LATA Grant. The City is currently in the market analysis and “high level” design process phase. The City would need a 60% to 65% take rate to be viable.

## 8. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update:
  - Mackinaw Hotel: Mr. Rivas gave an update on the Mackinaw Hotel project and reported that the building plans have been submitted for plan check. The first set of comments should be completed next week.
- b. Broadband LATA Grant. Mr. McCargar provided a presentation under Item 7e.
- c. Broadband Green Means Go Grant. No change in status.
- d. Upper Broadway Shopping Center Status: Mr. Rivas reported on the “Carriage Trade Center” stating that local commercial developer Leonard Grado has closed escrow on purchase of the property. Mr. Grado has negotiated with Harbor Freight Tools and staff is expecting to have building plan submittals within the next month.

- e. Middletown and Mallard Affordable housing Projects: Mr. Rivas reported on the status of the projects. Staff anticipates the issuance of building permits by late May/early June 2023.
- f. Armory Affordable Housing Project: Mr. Rivas reported that the “Clementine Apartments” will probably be built sometime in late spring of 2024.

9. **ITEMS FOR NEXT AGENDA:** None.

10. **NEXT MEETING:** March 10, 2023

**Chair Miller** requests that Committee Members acknowledge to staff whether or not they plan on attending the scheduled PEAC meetings.

**ADJOURNMENT:** The Meeting was adjourned by **Chair Miller** at 2:24.