



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



Minutes 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:** The meeting was called to order by Vice Chair Anderson at 12:00 pm
2. **ROLL CALL:**
 - Members Present:** Vice Chair Anderson, Borelli, Lishman, and Windle.
New member Lishman welcomed.
 - Members Absent:** Chair Miller, Kaiserman
 - Staff Present:** City Manager Morris, Assistant to City Manager Doig
3. **RECOGNITION OF DAVID THOMAS.** Vice Chair Anderson presented Mr. Thomas with a certificate of appreciation for his service on PEAC.
4. **ADOPTION OF AGENDA.**
Adoption of the Agenda was moved by **Member Borelli** and seconded by **Member Windle. Motion carried 4-0.**
5. **ADOPTION OF THE MINUTES OF THE MEETING OF February 13, 2025**
Adoption of February 13, 2025, Minutes was moved by **Member Borelli** and seconded by **Vice Chair Anderson. Motion carried 4-0.**
6. **ITEMS OF INTEREST TO THE PUBLIC:** None received.
7. **INFORMATIONAL ITEMS:**
 - a. **February and March Business License Report.** Member Borelli noticed two listings that need addresses corrected, and asked what authority or fines the City could levy for businesses operating without a license and Mr. Morris answered. Member of Merchants On Main, Ruth Michelson, inquired about the status of an elevator for the Prospector building and Mr. Morris advised.

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.

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b. **Retail Trends.** Member Windle stated that tariffs on his products from China will double his costs. Member Borelli had a question regarding California's AB 2854 compliance deadline and Mr. Morris advised it only applies to sales tax.

8. **PRESENTATIONS: None.**

9. **DISCUSSION ITEMS:**

- a. **Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson - Report by Committee.** Member Windle met with Kick It. Member Anderson plans to visit 420 Spa.
- b. **Strategy 4.3 Potential Annexation Areas - Mickey Kaiserman, Patty Borelli, Debbie Miller - Report by Committee.** On Hold. Borelli feels we are missing an opportunity not having an RV Park. Morris advised financing is hindering this.
- c. **Strategy 1.4 Broadband Infrastructure - Mickey Kaiserman, - Report by Committee/City Manager.** Morris reported that the City Council approved the work order at their recent meeting with hopes to begin construction in May. A new broadband website will address the benefits of the project to the community.
- 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.** Member Lishman will replace member Thomas for this committee, will combine with "Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc." There was a request to bring back the sign ordinance to be reviewed by this subcommittee; Assistant to the City Manager Doig to email the current sign code to the committee. Discussed districts wanting to get implemented and unique walking vs driving factors for each.
- e. **Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. Adam Anderson, Tony Windle.** See above. Anderson inquired about existing code to place trees into existing pots. Lishman asked about landscaping planned for the Placerville Drive project.
- f. **Draft Newsletter.** Members advised of changes recommended for the May newsletter.
- g. **Discussion regarding Vacant Commercial Buildings and potential action.** Members are interested in the Nevada City ordinance. Members Anderson, Borelli and Lishman to review the sample code provided.
- h. **Update on proposed Dog relief stations.** Morris recommended starting with bag dispensers and signage as the pilot and monitor. Borelli asked if a fine can be assessed

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for those not picking up after their pets. Morris advised it could and would need to be added to the signage.

10. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

a. Hotel Projects Update

- **Mackinaw Hotel.** Permit extension filed.
- **Forni Road Hotel.** Trying to move forward.
- **Gold Country Inn.** The remodel is completed and should be open in approximately 2 months.

b. New Grocery Outlet - County Fair Shopping Center. Moving forward.

c. O'Riley Auto Parts - County Fair Shopping Center. Have permits, doing Tenant Improvements.

d. Middletown and Mallard Affordable Housing Projects - Both moving forward.

e. Clementine Affordable Housing Project - Likely not going to proceed.

f. Desi Pizza Bites - Roundtable Site - Waiting for beer and wine license.

g. D.R. Horton Homes Subdivision - The Ridge at Orchard Hills Planned Development - Still in review

11. ITEMS FOR NEXT AGENDA: Vacant buildings ordinance and sign code reviews by committee. Merchants on Main requested to work together on the Shop Local efforts.

12. Adjournment The meeting was adjourned by Vice Chair Anderson at 1:40.

13. NEXT MEETING: May 8, 2025

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