

MINUTES

**CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, April 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 (left meeting at 1:46), Borelli, Godwin, Kaiserman, Windle
Members Absent: Thomas
Staff Present: Assistant City Manager/Finance Director Warren, Development Services Director Rivas, Associate Planner Hunter

3. ADOPTION OF AGENDA.

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

4. ADOPTION OF THE MINUTES OF THE MEETING OF March 8, 2024.

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

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

6. INFORMATIONAL ITEMS:

- a. **February Business License Report.** No comments.
- b. **Retail Trends March 21, 2024.** No comments.

7. PRESENTATIONS:

- a. The Retail Coach – Charles Parker: Mr. Parker, Project Director, gave a presentation (scope-of-work proposal) on “TheRetailCoach,” which provides retail/ developer recruitment services to assist communities identify retail opportunities, recruit retailers, and coach them long-term to enhance success.

The presentation was followed by Q&A. Public comment was heard from Kathi Lishman, Michelle, and Charles.

- b. HdL Companies – Barry Foster: Mr. Foster, via video conference, gave a presentation (scope-of-work proposal) on “INSIGHT Market Analytics,” a subscription providing analytical data on targeted City commercial areas of interest considering consumer demographics, household and employment profiles, and consumer demand and market supply analysis; for use in retail recruitment to fill four vacant building spaces (3041 Forni Road-former OfficeMax, 455 Placerville Drive-former thrift store and R&D facility, 31 Fairlane-former Rite Aid, and 512 Main Street-Roundtable Pizza [proposed closing]).

The presentation was followed by Q&A.

- c. Placer.ai – Haylee Talyor: Ms. Talyor gave a presentation on Placer.ai’s real time data obtained through cell phone apps providing an accurate “location intelligence platform” using 50+ factors tracking how people move through any target areas such as foot traffic, trade area identification, and demographics of visitors.

Mr. Warren stated that the Chamber of Commerce is considering using Placer.ai and partnering with the County.

The presentation was followed by Q&A. Public comments was heard from Michelle.

- d. Local Economic Development – Sam Wisepepeh and Jim Slavin: Messer’s Wisepepeh and Slavin gave a presentation on Local Economic Development focusing on identification of the problems: (1) young people leaving town due to the lack of higher paying jobs, and (2) 80,000 square feet of vacant commercial office space; and the proposal to target tech companies to locate offices in Placerville. Mr. Wisepepeh reported that the \$250K price tag to keep the Heyday Café name was too expensive and that Sourdough if paying too much for the franchise.

The presentation was followed by Q&A. **Member Godwin** asked about bandwidth and 5G requirements to lure tech companies.

Member Windle reported on the “Best Bite In Town,” the food network show featuring Amore Mio Italian Bistro, Rocker Oysterfellers, Hog Wild BBQ, and Smith Flat House Cellar & Grill.

8. DISCUSSION ITEMS:

- a. **Strategy 1.1 Business Outreach Visits – Patty Borelli, Paul Godwin, Tony Windle.** **Member Windle** reported on the outreach form received from Flourless Bakery (451 Main Street).

By general consensus, the Committee unanimously tabled the remaining items on the agenda to the next regular meeting due to the late hour.

- b. Strategy 4.3 Potential Annexation Areas - Mickey Kaiserman Patty Borelli Debbie Miller.
- c. Strategy 1.4 Broadband Infrastructure - David Thomas, Mickey Kaiserman, Paul Godwin.
- d. Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement.
- e. Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. - Adam Anderson, Paul Godwin, Tony Windle

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update
 - Mackinaw Hotel
 - Forni Road Hotel X2
- b. Apple Farm Place Shopping Center
- c. Middletown and Mallard Affordable housing Projects:
- d. Clementine (Armory) Affordable Housing Project
- e. Oborn Tentative Subdivision Map
- f. D.R. Horton Homes Subdivision-The Ridge at Orchard Hill Planning Development

9. ITEMS FOR NEXT AGENDA: Tabled items.

10. NEXT MEETING: May 10, 2024.

11. ADJOURNMENT: The Meeting was adjourned by **Chair Miller** at 1:57