

MINUTES

CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, May 13, 2022 - 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 12:01 p.m.

2. **ROLL CALL:**

Members Present: Chair Miller, Vice Chair Kaiserman , Thomas, Windle

Members Absent: Anderson, Clerici  
(Note: Placerville Drive Business representative seat is vacant)

Staff Present: City Manager Morris, Development Services Director Rivas

3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Vice Chair Kaiserman** and seconded by **Member Thomas. Motion carried 4-0.**

4. **ADOPTION OF THE MINUTES OF THE MEETING OF April 8, 2022.**

Adoption of the Minutes was moved by **Vice Chair Kaiserman** and seconded by **Member Thomas. Motion carried 4-0.**

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

Sue Taylor addressed the Committee about the first annual Hangtown Wild West and Steampunk Festival sponsored by El Dorado Gold 1848. The event is scheduled for May 21st and 22<sup>nd</sup> at the El Dorado County Fairgrounds.

**Member Windle** reported to the Committee that the movie "Christmas Bloody Christmas" that was shot on Main Street used the T.W. Bonders Toy & Candy signage for the movie.

6. **INFORMATIONAL ITEMS:**

a. April 21, 2022 HDL Retail Trends.

**Chair Miller** reported that on-line shopping was the best year ever in 2021 and that car inventory is low.

7. **PRESENTATIONS:** None.

8. **DISCUSSION ITEMS:**

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

**Member Miller** reported that she has been visiting businesses and asking how they are doing. Not much negativity. There is a lack of available labor force to take available jobs. Recommends a link on the website stating that workers are needed in Placerville, both summer jobs and part-time work. The Chamber has a hiring page on their website.

**Members Kaiserman and Windle** will begin going out on business outreach next week.

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

**Member Windle** reported that the Miners on Main QR Code did not correlate with the City’s list. Mr. Morris clarified that the event is sponsored by Leadership El Dorado Group is making sure the information is accurate. The QR code refers to the Chamber of Commerce site and not the City’s site.

Sue Taylor stated that she is concerned with “hear-say” history and that more research is needed to confirm historical accuracies.

Mr. Morris stated that the City’s Historic Inventory was prepared by Stan Morris. The Subcommittee is working with the Historical Society to update and check the list for accuracy.

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

**Member Kaiserman** updated the Committee and reviewed the Subcommittee Meeting Notes from the March 29, 2022 meeting with staff. The Subcommittee will be preparing a cost comparison between remaining in the County versus annexing into the City.

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

Subcommittee reported that nothing has been done. **Chair Miller** reported that available properties are typically listed on the MLS (Multiple Listing Service) listing. Other listings such as LoopNet and CoStar are good sources but requires a subscription. Mr. Morris requested that PEAC provide recommendations.

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

Mr. Morris reported that he met with SACOG regarding the broadband grant and is working with the consultant. City Council continuing to support moving forward with the pilot program. Marshall Medical Center is very interested in having broadband service.

- f. Consider presentation to City Council on progress toward Strategic Plan. Appoint representatives to attend meeting and give report.

Mr. Morris discussed the upcoming presentation on the Strategic Plan to the Council. **Chair Miller and Vice Chair Kaiserman** will represent PEAC and will provide a presentation to the City Council on May 24, 2022. Mr. Morris will prepare a brief summary for PEAC to review.

**9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**

- a. Hotel Projects Update: Mr. Morris and Mr. Rivas gave an update on the status of the hotels:
  - Gateway Hotel.
  - Forni Road Hotel
- b. SACOG Civic Lab-Broadway Corridor Housing Opportunities Analysis: Mr. Morris gave update on the status of the project and discussed the Carriage Trade Center and Stagecoach Plaza as potential areas for redevelopment and affordable housing.

**10. ITEMS FOR NEXT AGENDA:**

**Chair Miller** asked about how Placerville can be recognized as a “Firewise USA” community. Potential to lower Fair Plan Fire insurance premiums.

- 11. NEXT MEETING:** June 10, 2022

**ADJOURNMENT:** The Meeting was adjourned by **Chair Miller** at 1:32.