



Placerville is the Place for Economic Vitality  
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# Minutes City of Placerville Placerville Economic Advisory Committee

Thursday, September 11, 2025 - 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 pm.

2. **ROLL CALL:**

**Members Present:** Chair Miller, Vice Chair Anderson, Lishman, Kaiserman, Windle.

**Members Absent:** Borelli

**Staff Present:** City Manager Morris, Assistant City Manager/Director of Finance Warren, Director of Development Services Kendrick, Assistant to the City Manager Doig.

3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Member Kaiserman** and seconded by **Member Anderson**. **Motion carried 5-0.**

4. **ADOPTION OF THE MINUTES OF THE MEETING OF August 14, 2025**

Adoption of the August 14, 2025 Minutes was moved by **Member Windle** and seconded by **Member Kaiserman**. **Motion carried 5-0.**

5. **ITEMS OF INTEREST TO THE PUBLIC:** (The Committee shall not take action on this item.) **Comments may be limited to 3 minutes.**

Ken, owner of The Prospector, expressed concerns over signage issues he has encountered with his building, which has been complicated because he wants to preserve the historic element of the location.

6. **INFORMATIONAL ITEMS:**

a. **August Business License Report.** It was noted that most new businesses continue to be contractors and home-based businesses.

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September 11, 2025  
Approved \_\_\_\_\_



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**b. August Retail Trends.** Member Anderson found it interesting Target sales are down while TJ Max increased, and overall internet sales continue to increase. Additionally, if the Federal Reserve cut rates, it could possibly give consumers a boost. Member Windle stated that while his sales remain flat, foot traffic has increased, and ice cream sales have helped offset the impact of tariffs.

**7. PRESENTATIONS:**

**a. Sales Tax Reform Presentation**

Assistant City Manager/Director of Finance Warren gave his presentation which highlighted internet versus brick-and-mortar sales and their impact for City tax. The next phase is for the League of California Cities to recommend this structure to politicians and hope the politicians realize the current tax situation is not equitable.

**8. DISCUSSION ITEMS: Review current Focus Strategies**

**a. Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson - Report by Committee**

Chair Miller felt the suggestion from Loved to Death to have a shuttle bring Red Hawk Casino visitors to Main Street was a great idea. Member Windle will plan to visit The Prospector this coming month.

**b. Strategy 4.3 Potential Annexation Areas - Mickey Kaiserman, Patty Borelli, Debbie Miller - Report by Committee**

Development Services Director Kendrick advised the Map is done. They are working on a report showing the impact of county versus city services to present to the Mayor soon.

**c. Strategy 1.4 Broadband Infrastructure - Mickey Kaiserman, - Report by Committee/City Manager**

City Manager Morris reported that construction has begun on Segment One, Placerville Drive, with anticipation for Phase Two to begin next week.

**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**

Nothing to report.

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**e. Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. Adam Anderson, Tony Windle, Kathi Lishman**

- i. **Dog Relief Stations** Mr. Morris stated the need to follow up with Merchants On Main regarding designing the signs. He reached out to the kennel club for their input, but they did not respond. Mr. Anderson will reach out to his contact at the foundation for potential financial contributions. Mr. Morris stated El Dorado Disposal was still in favor of providing donations, and asked if the kennel club would be willing to commit to restock the bags.
- ii. **Proposal to clean downtown sidewalks and trash cans.** Mr. Windle proposed requiring all businesses to pay a minimal annual fee to fund the service. Mr. Morris recommended it be done on a donation basis and exploring how to fund this going forward. Mr. Warren was requested to set up a QR Code and trust fund for donations and payments. It was noted that this service is not local, but we did not receive interest from local businesses.

**f. Recommendations for “Buy Local Campaign”. Mr. Morris Final Newsletter**

A request was made to include Dog Relief Station donation requests in the next issue.

**g. Discussion regarding Vacant Commercial Buildings and potential action.** Review Subcommittee report from May Meeting and provide direction to staff/committee.

Mr. Morris asked if the committee wanted a new ordinance. Mr. Anderson inquired about enforcement of current code. Mr. Morris advised the Code Enforcement position needs to be filled. Ms. Kendrick advised a vacant business registry is an option. The committee requested Ms. Kendrick identify the process for a registry to take to council.

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

- a. Hotel Projects Update
  - **Mackinaw Hotel.** Landscaping is being submitted to Development Services.
  - **Forni Road Hotel** - Application Ready to submit.
- b. **New Grocery Outlet** – County Fair Shopping Center. Ribbon cutting Oct 16<sup>th</sup>.
- c. **O’Riley Auto Parts** – County Fair Shopping Center. Nothing to report.
- d. **Middletown and Mallard Affordable Housing Projects.** Mallard anticipated for end of December opening.
- e. **Clementine Affordable Housing Project.** Nothing to report.

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- f. **Desi Pizza Bites** – Roundtable Site. Waterline break postponed opening. Sign issue getting resolved.
- g. **The Ridge at Orchard Hills Planned Development.** The application was incomplete. They are working on completing it.

**10. ITEMS FOR NEXT AGENDA:**

Dog cleaning donation request to be included in the next newsletter. Vacant Business Registry process. Merchants On Main input for Dog Relief Station signs.

- 11. **Adjournment**                      The meeting was adjourned at 1:27 by Chair Miller.

- 12. **NEXT MEETING:**    **October 9, 2025**

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