



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, February 13, 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, Borelli, Thomas, and Windle
  - Members Absent:** Kaiserman
  - Staff Present:** City Manager Morris, Assistant to City Manager Doig
3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Chair Miller** and seconded by **Member Thomas. Motion carried 5-0.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF January 9, 2025**

Adoption of January 9, 2025, Minutes was moved by **Member Borelli** and seconded by **Member Thomas. Motion carried 5-0.**
5. **ITEMS OF INTEREST TO THE PUBLIC:** None received.
6. **INFORMATIONAL ITEMS:**
  - a. **January Business License Report.** Member Thomas advised Shoe Strings is under new ownership, Sierra Tire is now Big Brand Tire. Member Windle advised Sourdough has sold and new owners extended hours.
  - b. **Retail Trends.** Member Anderson reported that the Chamber is cutting funding for Save the Graves, Arts & Culture, Visitor’s Authority, and Film Commission.
7. **PRESENTATIONS:** None.
8. **DISCUSSION ITEMS:**

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- a. **Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson – Report by Committee.** Member Anderson and Windle plan to visit 520 Spa, Death on Main, Kick It, Arcade and Pueblo Maria this month.
  - b. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller – Report by Committee.** On Hold.
  - c. **Strategy 1.4 Broadband Infrastructure – David Thomas, Mickey Kaiserman, – Report by Committee/City Manager.** Morris reported that at the next City Council meeting they will approve the work order to begin construction.
  - d. **Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement. Report by Committee. Adam Anderson, Patty Borelli, David Thomas.** None to report.
  - e. **Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. Adam Anderson, Tony Windle.** Mr. Anderson reviewed location recommendations and survey status for the proposed dog relief station / park, and advised El Dorado Disposal is eager to sponsor. Ms. Borelli had signage suggestions.
  - f. **Draft Newsletter.** Members approved the March newsletter; the next newsletter is planned for May.
  - g. **Discussion regarding Vacant Commercial Buildings and potential action.** Tabled for March meeting, members to review provided sample code.
  - h. **Discussion regarding cost and process for fire inspection fee. Member Miller** had concerns about how AB38 affects condo and mobile home owners. Chief Cordero gave a history of AB38 and representatives from the fire prevention bureau discussed procedures.
  - i. **Discussion of Commercial Districts.** Tabled for March meeting.
  - j. **Dog Park Survey.** Ms. Lishman and Mr. Morris plan to meet with Jan Matthews for a possible focus group and review the survey. Ms. Borelli recommended banners and hanging signs for public awareness.
- 9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**
- a. Hotel Projects Update
    - Mackinaw Hotel. Anderson had positive contact with the owners.
    - Forni Road Hotel. Working on fees.
  - b. Apple Farm Place Shopping Center – Nothing new to report.

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- c. Middletown and Mallard Affordable Housing Projects – Both moving forward. Miller had significant concerns that no sidewalks would be provided at Middletown. Morris advised that is county jurisdiction.
  - d. Clementine Affordable Housing Project – On hold.
  - e. Desi Pizza Bites – Roundtable Site – Leased, hope to open soon.
  - f. D.R. Horton Homes Subdivision – The Ridge at Orchard Hills Planned Development – Nothing new to report.
  - g. Morris discussed two other projects that have expressed interest - O'Riley Auto Parts and a Boutique Hotel in the Fairchild Building.
10. **ITEMS FOR NEXT AGENDA:** Vacant buildings in commercial districts. Dog Park Survey and status. Draft of the May newsletter.
11. **Adjournment** The meeting was adjourned by Chair Miller at 1:35.
12. **NEXT MEETING:** March 13, 2025

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