



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, May 8, 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, and Windle.
  - Members Absent:** Borelli
  - 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 Kaiserman. Motion carried 5-0.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF April 10, 2025**  
Adoption of April 10, 2025, Minutes was moved by **Vice Chair Anderson** and seconded by **Member Windle. Chair Miller and Member Kaiserman abstained. Motion carried 3-0-2.**
5. **ITEMS OF INTEREST TO THE PUBLIC:** None received.
6. **INFORMATIONAL ITEMS:**
  - a. **April Business License Report.** Member Windle questioned the accuracy of the address for Patient Advocate of the Sierras; Morris to review. It was advised that Sociology Coffee Bar from Folsom is moving into the address on Main. Morris confirmed that the monthly list contains only new businesses, not renewals.
  - b. **Retail Trends.** Member Anderson emailed Trader Joes initiating interest for a local location but did not receive a response. Windle saw all Rite Aides are to close in the coming year. Morris advised this location is not on the short list to be closing immediately but will likely close eventually. Kaiserman inquired if the City contacts potential businesses to advise of vacant locations. Morris responded that it is left to real estate offices.

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Approved \_\_\_\_\_



7. **PRESENTATIONS:**

- a. **Sales Tax Presentation (Handout at Meeting). Assistant City Manager/ Director of Finance Warren** gave a presentation on the City's sales tax update for the fourth quarter of 2024.

8. **DISCUSSION ITEMS:**

- a. **Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson - Report by Committee.** Member Windle met with Kick It and described their business to the group.
- b. **Strategy 4.3 Potential Annexation Areas - Mickey Kaiserman, Patty Borelli, Debbie Miller - Report by Committee.** On Hold.
- c. **Strategy 1.4 Broadband Infrastructure - Mickey Kaiserman, - Report by Committee/City Manager.** Mr. McCargar of the Administration Department gave a presentation on the City's new website and requested the members to access and provide their input, advising that it is not live yet. Letters will be mailed to property owners affected by the broadband grant. Construction is planned to begin June 16<sup>th</sup> on Placerville Drive.
- d. **Strategy 3.3 and 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement. Aesthetic Improvements to Commercial Districts. Report by Committee. Adam Anderson, Patty Borelli, Kathi Lishman.** Member Lishman inquired if the new Development Services Director will be able to provide more direction on this item. Morris affirmed that this falls under Code Enforcement, Carole Kendrick to start Monday, May 12<sup>th</sup>.
- e. **Recommendations for "Buy Local Campaign". Mr. Morris** Newsletter to be mailed with the City's utility bill 5/12/25. Kaiserman asked about the frequency of mailings. Morris advised bi-monthly now.
- f. **Discussion regarding Vacant Commercial Buildings and potential action.** Member Anderson provided a summary of their findings. It was asked if "pop-ups" would be allowed. Morris advised that the owner of the location would need to allow. Member Miller asked what happens if fines for a location remain unpaid. Morris advised that a lien against the property will be issued.
- g. **Update on proposed Dog relief stations.** Anderson will contact the El Dorado Community Foundation to request donations to support the costs. Morris is looking into custom signs. A member of Merchants On Main, Alan Ming suggested local artists to volunteer for a sign design competition. Kaiserman suggested a QR code be included for

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donation opportunities. Morris advised the current estimate to do a sidewalk cleaning is \$5,000. Ming will look into the possibility of a fundraiser to be held during Oktoberfest to contribute to costs.

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

**a. Hotel Projects Update**

- **Mackinaw Hotel.** Plans for final review in approximately 8 weeks.
- **Forni Road Hotel.** Application ready to submit.

**b. New Grocery Outlet – County Fair Shopping Center.** Moving forward.

**c. O’Riley Auto Parts – County Fair Shopping Center.** Now open.

**d. Middletown and Mallard Affordable Housing Projects –** Mallard construction is anticipated to be completed by end of year and ready for occupancy.

**e. Clementine Affordable Housing Project –**

**f. Desi Pizza Bites – Roundtable Site –** Banner taken down as the name has changed and delay in opening is due to obtaining their liquor license.

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

**10. ITEMS FOR NEXT AGENDA:** Lishman requested a presentation from El Dorado Economic Generator & Germination non-profit and provided a flyer to Morris.

**11. ADJOURNMENT** The meeting was adjourned by Vice Chair Anderson at 1:40.

**12. NEXT MEETING:** **June 12, 2025**

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