



*Placerville is the Place for Economic Vitality  
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that Respects its Historic Identity*



# Minutes City of Placerville Placerville Economic Advisory Committee

Thursday, January 8, 2026 - 12:00 P.M.  
Town Hall, 549 Main Street, Placerville, California

1. **CALL TO ORDER:** The meeting was called to order by Ms. Kendrick at noon.

2. **ROLL CALL:**

**Members Present:** Borelli, Lishman, Kaiserman, Raas, Windle  
**Members Absent:** Vice Chair Anderson  
**Staff Present:** City Manager Warren, Director of Development Services Kendrick, Assistant to the City Manager Doig

3. **WELCOME NEW MEMBER MICA RAAS**

Ms. Kendrick introduced Member Raas, who summarized his business background.

4. **ELECT NEW CHAIR AND VICE CHAIR**

Ms. Kendrick called for nominations for the Chair position, and after discussion by the Committee, Member Borelli moved to appoint Member Windle as chair. The motion was seconded by Member Lishman. The motion passed 5-0.

5. **ADOPTION OF AGENDA.**

The adoption of the agenda was made by Member Borelli and seconded by Member Kaiserman. The motion carried 5-0.

6. **ADOPTION OF THE MINUTES OF THE MEETING OF November 13, 2025**

The adoption of the November 13, 2025 Minutes was moved by Member Borelli and seconded by Member Kaiserman. Member Raas abstained. Motion carried 4-0-1.

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

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Approved \_\_\_\_\_



Terry LeMoncheck with Arts & Culture El Dorado invited and urged members to attend the El Dorado Creative Town Hall meeting January 21<sup>st</sup> from 6-8 pm. Members suggested Terry present the Public Arts Plan at next month's PEAC meeting.

**8. INFORMATIONAL ITEMS:**

- a. **November & December Business License Reports.** Members discussed the reports.
- b. **December Retail Trends.** Member Lishman inquired about the possibility of CVS acquiring the local Rite Aid location. Member Windle advised the deal was only for Idaho, Washington and Oregon locations.
- c. **Quarterly Sales Tax Reports.** Mr. Warren gave a summarized presentation and answered members' questions.

**9. Presentations:**

- a. **Citrus Heights' Tool Kit Program (Ms. Kendrick)** Ms. Kendrick provided a summarized presentation, and recommended members create a subcommittee to pilot elements of the toolkit for local use. Members unanimously agreed. Ms. Kendrick stated that CALED is promoting this program due to its success and suggested working with the Chamber on this. Member Borelli stated Placerville Drive continues to deal with homeless issues. Ms. Kendrick advised that the police department can do an assessment of the business area to deter.

- 10. Assign Member Raas to Subcommittees** Member Raas was assigned to Strategy 1.1 Broadway Business Outreach Visits, and Strategy 4.3 Potential Annexation Areas.

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

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

Member Windle reported on his visit with the owner of Sourdough.

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

Member Kaiserman thanked Ms. Kendrick for her informative summary of county versus City impacts. Ms. Kendrick reported she spoke with LAFCO, and they are open to other future annexations.

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

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Mr. Warren provided a status update and advised that Mr. McCargar will do a presentation at Tuesday's, Jan 13, 2026, City Council meeting. Member Kaiserman asked about Main Street's timeline and Mr. Warren answered.

**d. Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement - Adam Anderson, Patty Borelli, Kathi Lishman - Report by Committee**

- i. **City Council Vacant Business Registry Ordinance Status (Ms. Kendrick)**  
Ms. Kendrick reported that the City Council requested modifications to the suggested ordinance change, and a second reading will be presented to the Council at Tuesday's (January 13, 2026) meeting.

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

- i. **City Council A-board Sign Ordinance status (Ms. Kendrick)** Ms. Kendrick reported that the Planning Commission recommended the ordinance proceed to the City Council with a 3-1 vote at last Tuesday's meeting and will present this to Merchants On Main next week. Member Borelli said that the code needs to establish districts to address unique sign needs of each. Ms. Kendrick advised that this specifies Main Street boundaries only so there is no need to establish districts for this issue at this time.
- ii. **Dog Relief Sub Committee report (Member Anderson, Mr. Nishihara)**  
Member Windle asked if there had been any donations to the dog station fund and Mr. Warren advised the donation account has been set up but there are no donations yet. Mr. Warren summarized a "Dog Respite Area" concept. Mr. Nishihara stressed this would be entirely on-leash and not a fenced area. Mr. Nishihara will look for location options and suggested a map be available for pet owners to know where stations are available. Mr. Nishihara suggested a multi-layered approach to improve the current situation. Member Windle discussed that his store keeps a mop specifically for cleaning dog messes only. Ms. Kendrick stated she would check with our Engineering department to see what merchants can do to clean up in front of stores and remain compliant for the storm drains. Member Lishman was recommended to join this subcommittee and assist Member Anderson in efforts with Merchants On Main to push this forward.

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- iii. **Kiosk on Main report from Merchants on Main (Member Anderson)**  
Tabled to next month's meeting.
  
- f. **Recommendations for "Buy Local Campaign" (Mr. Warren)** Mr. Warren advised that the content is provided by the National Chamber of Commerce.
  - i. **Suggestions for Next Newsletter.** Members suggested the following topics:
    - Article to Clean Storm Drains in front of private property.
    - Wagon train, Water leak detection and Dog relief station articles.
    - Nation's Semi quincentennial (250th) Anniversary Celebration.
    - Broadband infrastructure: explanation, sign-up process, and next phases.
    - *Note: It was suggested to collect email addresses to distribute future issues digitally.*
  
- g. **Discussion regarding potential Incentive Programs.**
  - i. **Members' Incentive Program ideas.** Ms. Kendrick discussed the potential for her department to provide a free pre-application review for new businesses. Tabled to next month's meeting.
  
- h. **Changes or Adjustments to Discussion Items**  
  
This item was tabled.

## 12. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update:  
**Mackinaw Hotel.** Project plans have been submitted; currently working with City staff.  
**Forni Road Hotel.** No new update.
- b. **Middletown and Mallard Affordable Housing Projects.** Middletown: permit submitted. Mallard: completing final items prior to occupancy.
- c. **The Ridge at Orchard Hills Planned Development.** Application is under review; environmental review submission is pending.
- d. **Water and Wastewater Cost of Service Study Update.** Last study conducted in 2018. The nearly complete solar project is expected to help stabilize future rates.
- e. **Annual Banners on Parade Project (20<sup>th</sup> Anniversary).** This will be similar to previous years and include new artists. Member Borelli suggested extending the project to additional locations.

## 13. ITEMS FOR NEXT AGENDA:

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Public Arts Plan Presentation (Terry LeMonchek), Member Incentive Program Ideas, Members to provide any changes to Item #8 Discussion Strategies.

14. **Adjournment**            The meeting was adjourned at 2:10 pm by Chair Windle.
  
15. **NEXT MEETING:**    **February 12, 2026**

Rachel Doig, Deputy City Clerk

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