



*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, November 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 12:03pm.

2. **ROLL CALL:**

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

Members Absent: None

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

3. **ADOPTION OF AGENDA.**

The motion to adopt the agenda was made by Member Anderson and seconded by Member Lishman. The motion carried 6-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF October 9, 2025**

The adoption of the October 9, 2025 Minutes was moved by Member Borelli and seconded by Vice Chair Anderson. Member Kaiserman abstained. Motion carried 5-0-1.

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

Mayor Clerici recognized Chair Miller’s service on the PEAC from its inception and Mr. Warren thanked Chair Miller for her many contributions to the Committee and the City.

6. **INFORMATIONAL ITEMS:**

a. **October Business License Report.** Member Lishman noticed 12 are outside of the City. Member Anderson commented that new business licenses seem to be slowing, and asked what the associated fees are, and Mr. Warren answered.

Materials related to this Agenda submitted to the Committee either with or after distribution of the agenda packet are available for public review without delay in the Administration Department at City Hall, 3101 Center Street, 4th floor, during normal business hours. Agendas are also made available online at <https://www.cityofplacerville.org/peac-agendas>. If you wish to receive this Agenda via email or mail, please send contact information to placerville.adm@gmail.com or call (530) 642-5200.



- b. **October Retail trends.** Member Kaiserman commented on the article on sales tax for digital ads and stated California should start one as well. Mr. Warren advised it would need approval at the State level. Member Windle remarked that his business's sales are above last year, but expenses have significantly increased. Chair Miller noticed that there were no restaurants named in the status report.

7. **Presentations:**

None

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

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

Member Anderson gave a report on his meeting with the new owner of The Man Cave and asked about the possibility of amending the City's free parking hours and rates.

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

Ms. Kendrick reported that the GIS map is completed and her department is working on the analysis of the county versus city jurisdictional impact.

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

Mr. Warren provided a report on the construction status and advised Mr. McCargar is in contact with Raley's, Hidden Springs and Mountain Democrat which are all showing interest.

- 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**

Nothing to report.

- 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 review (Ms. Kendrick):** Ms. Kendrick provided a report on the City Council's instruction and advised her department

Materials related to this Agenda submitted to the Committee either with or after distribution of the agenda packet are available for public review without delay in the Administration Department at City Hall, 3101 Center Street, 4th floor, during normal business hours. Agendas are also made available online at <https://www.cityofplacerville.org/peac-agendas>. If you wish to receive this Agenda via email or mail, please send contact information to placerville.adm@gmail.com or call (530) 642-5200.

will bring an amended ordinance to the City Council for their review in early 2026. Members had discussions relating to quantity, size and if any ADA standards could be applicable. Ms. Kendrick also advised that the City has a new Code Enforcement Official who will assist with this issue.

ii. Dog Relief Sub Committee report: Member Windle advised of the cost of the bags. Chair Miller requested the committee contact Merchants On Main to have them bring a report addressing costs and maintenance to this committee in 2026.

Regarding "Walkability": Member Anderson inquired about the possibility of a Kiosk on Main to help direct visitors to the various businesses. Mr. Warren asked him to have MOM generate a cost report and how to generate revenue for maintenance. Ms. Kendrick said she would look to see if there is any relevant existing code.

f. Recommendations for "Buy Local Campaign". Mr. Warren

i. November 2025 Newsletter: Members discussed additional distribution ideas including printing and putting them in local stores. Member Anderson requested to have the latest newsletter added to the City's website for each edition.

g. Discussion regarding Vacant Commercial Buildings and potential action.

i. City Council Vacant Business Registry status (Ms. Kendrick): Ms. Kendrick advised she submitted a staff recommended amendment to the relevant code at the October 28th City Council meeting and will bring a draft to the December 9th City Council meeting.

h. Discussion regarding potential Incentive Programs.

i. Member Incentive Program ideas. Tabled for next meeting. Member Anderson suggested to create a video explaining the process to open a business from "start to open" and to dovetail this effort with the Chamber of Commerce.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update - Nothing to report.
Mackinaw Hotel - Nothing to report.
Forni Road Hotel - Application Ready to submit.
- b. Middletown and Mallard Affordable Housing Projects - Nothing to report.
- c. The Ridge at Orchard Hills Planned Development - Planned opening for Jan 8th.

Materials related to this Agenda submitted to the Committee either with or after distribution of the agenda packet are available for public review without delay in the Administration Department at City Hall, 3101 Center Street, 4th floor, during normal business hours. Agendas are also made available online at <https://www.cityofplacerville.org/peac-agendas>. If you wish to receive this Agenda via email or mail, please send contact information to placerville.adm@gmail.com or call (530) 642-5200.



*Placerville is the Place for Economic Vitality
and a Vibrant Lifestyle
that Respects its Historic Identity*



10. **ITEMS FOR NEXT AGENDA:** Ms. Kendrick to provide a presentation on Citrus Heights' Tool Kit program; member incentive program ideas to retain & recruit businesses to the city; members to provide any changes to item #8 Discussion Strategies; recruit for At Large Member, Broadway Business Member and elect a new Chair.
11. **Adjournment:** The meeting was adjourned at 1:37 pm by Chair Miller.
12. **NEXT MEETING:** The December 11, 2025 meeting was cancelled. The next meeting will be January 8, 2026.

Rachel Doig, Deputy City Clerk

DRAFT

Materials related to this Agenda submitted to the Committee either with or after distribution of the agenda packet are available for public review without delay in the Administration Department at City Hall, 3101 Center Street, 4th floor, during normal business hours. Agendas are also made available online at <https://www.cityofplacerville.org/peac-agendas>. If you wish to receive this Agenda via email or mail, please send contact information to placerville.adm@gmail.com or call (530) 642-5200.