

## MINUTES

**CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, September 20, 2019, 12:00 P.M.  
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA**

1. **CALL TO ORDER:** The meeting was convened at 12:00 p.m. The Pledge of Allegiance was recited.

2. **ROLL CALL:**

Members Present: Vice Chair Kaiserman, Anderson, Wager, Thomas, Vonderschmitt,  
Members Absent: Chair Miller, Member Brown  
Staff Present: Rivas

3. **ADOPTION OF AGENDA:**

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

4. **ADOPTION OF THE MINUTES OF THE MEETING OF August 16, 2019:**

Adoption of the Minutes was moved by Member Vonderschmitt, and seconded by Member Anderson. Motion carried 5-0.

5. **ITEMS OF INTEREST TO THE PUBLIC:** None

6. **INFORMATIONAL ITEMS:**

- a. HDL Trends August 13
- b. HDL Trends August 29

The Committee Members held a general discussion on economic trends.

7. **PRESENTATIONS:** None

8. **DISCUSSION ITEMS:**

a. **Subcommittee Updates**

- 1. Business Outreach Visits (Brown, Kaiserman, Miller): Member Kaiserman updated the Committee stating that the Subcommittee contacted Hangtown Leathers. Vice Chair Kaiserman noted that the response was not included in the packet and requested that the report be moved to the next meeting for discussion. Member Wager recommended

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Approved 

adding Hangtown Range to the Business Outreach list. The Committee discussed burglaries at downtown businesses including Hangtown Leather, Timmy's Brown Bag, and tagging of Lofty Lou's Yarn Shop; and the need to work more closely with the Placerville PD. **Member Thomas** reported on the installation of 12 Tesla charging stations at Hangtown Village Square. **Member Anderson** reported on the closing of Fine Art's In The Pines Art School and that an apple cider/deli tenant was looking at the space.

2. Tourism/Health and Wellness (Anderson, Wager, Thomas): No discussion by Subcommittee.
  3. Broadband Service: (Vonderschmitt, Brown, Kaiserman) **Member Vonderschmitt** stated that there is nothing to report yet; staff is working on the RFP.
- b. Discussion on Formula Business Regulations in the Commercial Business District Zone: Mr. Rivas updated the Committee on City Council's request to consider additional regulation of formula businesses in the CBD Zone along downtown Main Street. Mr. Rivas passed out a discussion outline and the Committee discussed the various options of increasing the regulation of formula business from a complete ban on any new formula businesses to recommending no change to the existing zoning regulations, and geographic restrictions. **Member Wager** stated that limiting formula business from Sacramento Street to Bedford Avenue creates an island between Bedford and Cedar Ravine; we need to be more inclusive. **Member Anderson** stated that the consumer should choose which business to patronize. **Member Vonderschmitt** stated that the free market will decide what businesses operate downtown. **Member Wager** stated that this Committee is tasked with keeping the City vibrant and economic development and bringing in tax dollars; the economy has good and bad times – mom and pop business go away, need choices and a balance. **Member Thomas** stated that there is a need for a mix of business on Main Street and that the current regulations maintain the downtown character. **Vice Chair Kaiserman** stated that the market place is competition and that the City should not dictate who a property can rent to; the City runs on sales tax and every shop needs to be filled and do well. **Member Vonderschmitt** stated that the current regulations provides for the economic wellbeing of its citizens. **Member Anderson** stated that there are a lot of hobby businesses on Main Street and a lot of turn-over; people like to go somewhere that is predictable - like McDonalds; adds stability to an area and to downtown. **Vice Chair Kaiserman** opened the item for public comment. No public comment was received. It was the unanimous consensus of the five Committee Members present to recommend to the City Council that no change should be made to the existing regulations of formula businesses in the CBD Zone.
- c. Amgen Discussion – Consider appointing Tourism/Health and Wellness Committee to work on this program: Mr. Rivas updated the Committee on City

Council's action on September 10<sup>th</sup> authorizing the City Manager to send a letter to the Amgen Tour of California indicating the City's intent to be a Host City for the 2020 Amgen Tour of California taking place between May 10<sup>th</sup> through May 16<sup>th</sup> next year. It was moved by **Member Wager**, seconded by **Member Vonderschmitt** to add the Amgen Tour to the Committee. **Motion carried 5-0.**

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

- a. **Update on Jacquier Road Hotel Development.** Mr. Rivas updated the Committee on the status of the hotel. The developer is still working on both the Holiday Inn Express plans and the Hampton Inn & Suites plans for comparison prior to moving forward.
- b. **Update on potential hotel project on Forni Road:** Mr. Rivas updated the Committee on the "Brad Sweet Hotel" to be located on the adjoining 5.8 acre parcel located south downslope from the In-N-Out Burger restaurant and OfficeMax store; and that the hotel proponents have closed on the purchase of the property.
- c. **Historic City Hall Reuse:** Mr. Rivas provided an update and that the Arts and Culture El Dorado will present their proposal to the City Council on September 24<sup>th</sup>.
- d. **Cannabis Dispensaries Update:** Mr. Rivas updated the Committee on the status of the 13 applications received and reviewed by HdL under Phase 2 of the application process. Three of the four applications that did not pass Phase 2 of the application process have filed appeals. Nine of the applications are proceeding to the Phase 3 Cannabis Selection Committee interviews. A maximum of three dispensary licenses will be issued.
- e. **Sourdough & Co. Appeal Results:** Mr. Rivas updated the Committee on the two appeals filed on the Planning Commission's approval of the CUP and SPR that were considered by the City Council on September 10<sup>th</sup>. The appeals filed by Friends of Historic Hangtown and Kirk Smith were both denied upholding the Commission's decision and further modified the sign specifications.

**10. ITEMS FOR NEXT AGENDA:** None

**11. NEXT MEETING:** It was moved by **Member Wager**, seconded by **Member Vonderschmitt** to change the regular scheduled meeting from October 18<sup>th</sup> to October 11, 2019. **Motion carried 5-0.**

**12. ADJOURNMENT:** 1:50 p.m.