

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, February 12, 2021, 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: Chair Miller, Vice Chair Kaiserman, Anderson,
Vonderschmitt, Thomas,
Members Absent: Brown, Wager
Staff Present: Morris, Rivas

3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Kaiserman** and seconded by **Member Anderson**. Motion carried 5-0. Absent Brown, Wager

4. **ADOPTION OF THE MINUTES OF THE MEETING OF January 8, 2021:**

Adoption of the Minutes was moved by **Member Anderson**, and seconded by **Member Kaiserman**. Motion carried 5-0. Absent Brown, Wager

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

6. **INFORMATIONAL ITEMS:**

- a. HDL Trends December 18, 2020
- b. HDL Trends January 20, 2021

The Committee Members held a general discussion on economic trends.

7. **PRESENTATIONS:**

- a. Broadband Proposed Program Presentation – Jeff Christensen, Entry Point and Isfandiyar Shaheen (Asfi). The committee reviewed the presentation by Jeff Christensen and Isfandiyar Shaheen. Following the presentation the Committee requested that staff move forward with the project.

8. **DISCUSSION ITEMS:**

- a. Subcommittee Updates

Minutes, February 12, 2021

Approved 

1. **Business Outreach Visits (Brown, Kaiserman, Miller):** None – Due to Covid.
2. **Tourism/Health and Wellness (Anderson, Wager, Thomas):** None
3. **Broadband Service (Vonderschmitt, Brown, Kaiserman) :** Referred to Broadband Presentation.

- b. **Goals 1 and Objectives Review:** The Committee discussed the goal 1 and Objectives 1.1 - 1.3 with the following recommendations for changes:
- 1.1 Update objective current to today. Staff is not necessary to attend visits. One – two visits per month.
 - 1.2 Meet with the Chamber of Commerce to determine feasibility of this item. Member Anderson agreed to take this role with staff. Consider a simple Facebook Page
 - 1.3 Update the Objective and renew plan to complete.

The Committee agreed to review objectives 1.4 – 1.6 and Goal 2 at the next meeting

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

- a. **Update Hotel Projects**
 - **Gateway Hotel:** Mr. Morris updated the Committee on the status of the hotel. Work continues with new developer and owners.
- b. **Historic City Hall Reuse:** Mr. Morris provided an update and that the City is working with Arts and Culture El Dorado on a draft long term agreement.
- c. **Cannabis Dispensaries Update:** Mr. Morris updated the Committee on the continuance of the licensing process. Also, the City has received a lawsuit from one of the applicants who was not awarded a license.
- d. **Covid-19 Update:** Mr. Morris provided an update.

10. **ITEMS FOR NEXT AGENDA:**

Goal 1 of the Committees Strategy

11. **NEXT MEETING:** March 12, 2021

12. **ADJOURNMENT:** The Meeting was adjourned at 1:38.