

MINUTES

**CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, March 12, 2021, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA**

1. **CALL TO ORDER:** The meeting was convened at 12:13 p.m. The Pledge of Allegiance was recited.

2. **ROLL CALL:**

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

3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Wager** and seconded by **Member Anderson**. Motion carried 4-0. Absent: Chair Miller, Member Thomas

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

Adoption of the Minutes was moved by **Member Brown**, and seconded by **Member Anderson**. Motion carried 3-0. Abstain: Member Wager. Absent: Chair Miller, Member Thomas

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

6. **INFORMATIONAL ITEMS:**

- a. HDL Trends February 19, 2021

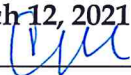
The Committee Members held a brief discussion on economic trends.

7. **PRESENTATIONS:**

- a. Broadband Proposed Program – Preview proposed website and Flyer just released.

Mr. Morris gave a report on the first phase of the pilot project. Broadband services to run from Sacramento Street to the Public Safety Building on Main Street and Mosquito Road. **Member Wager** volunteered to distribute flyer to businesses on Main Street. Consultant contract going out today. Federal monies to be made available: \$10 Billion nationwide for broadband, City to receive \$2.1M that includes broadband. Cost for services estimated at \$45 to \$65 for

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Approved 

residential, commercial use estimate not yet available.

Mr. Morris played 3-minute video.

8. DISCUSSION ITEMS:

a. Subcommittee Updates

1. **Business Outreach Visits (Brown, Kaiserman, Miller):** On-hold.
2. **Tourism/Health and Wellness (Anderson, Wager, Thomas):** On hold.
3. **Broadband Service (Vonderschmitt, Brown, Kaiserman)**

b. Goals and Objectives review and update. The Committee reviewed Goal 1 and revisions made at the February 12, 2021 meeting.

- Strategy 1.1: Approved revisions.
- Strategy 1.2: Eliminate.
- Strategy 1.3: Approved revisions. Staff to come back with draft document for review by Committee.
- Strategy 1.4: Staff to come back with draft list/ map of vacant properties as time/priorities permit.
- Strategy 1.5: Add broadband to infrastructure list and revise Goad to include broadband. Committee to review City's 5-Year Capital Improvement Plan.
- Strategy 1.6: Member Wager volunteered to attend CEDAC meetings. Complete review and update of Strategy 1.6 and appoint PEAC Chamber Member to attend CEDAC meetings at next PEAC 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.
- **Forni Road Hotel:** Mr. Morris updated the Committee on status of a potential hotel following staff's meeting on February 23, 2021 with developers and investors.

b. Historic City Hall and 515, 525 Main Street Reuse: Mr. Morris provided an update and that the City is working with Arts and Culture El Dorado on a draft long term agreement for Old City Hall. County is negotiating with the group "Placerville 1848" to take ownership of the former DA buildings. Proposals due to County March 22nd.

c. Cannabis Dispensaries Update: Mr. Morris updated the Committee on the status award of Licenses to 3 applicants, Sacred Roots, Chucks Cannabis Collective and Reserve House. Also, the City has received a lawsuit from one of the applicants who was not awarded a license. Hearing is scheduled for May.

d. Covid-19 Update: Mr. Morris provided an update. County currently in the Red

Tier. Anticipate that County will move to Orange Tier in a few weeks.

- e. **Sidewalk and Parking Stall Dining Status:** Mr. Morris updated the Committee. The Council is not in favor of the closure of Main Street. Any outdoor dining areas not being used for two week period must be removed. The Council will consider the outdoor dining program early May. The Committee briefly discussed outdoor dining and parklets for restaurants. Committee would like to see the City parklet brought back and look at adding more. Mr. Morris stated that parklets are popular and the City may look at doing these on a permanent basis.
- 10. **ITEMS FOR NEXT AGENDA:** Continue with review of Economic Development Strategy
- 11. **NEXT MEETING:** April 9, 2021
- 12. **ADJOURNMENT:** The Meeting was adjourned at 1:35 p.m.