

MINUTES

**CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, April 9, 2021, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA**

1. **CALL TO ORDER:** The meeting was convened at 12:15 p.m. The Pledge of Allegiance was recited.

2. **ROLL CALL:**

Members Present:	Vice Chair Kaiserman, Anderson, Brown, Thomas,
Members Absent:	Chair Miller, Wager
Unofficial Members Present:	Clerici, Windle
Staff Present:	Rivas

3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Wager** and seconded by **Member Anderson**. Motion carried 5-0. Absent: Chair Miller, Member Thomas

4. **ADOPTION OF THE MINUTES OF THE MEETING OF March 12, 2021:**

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

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

6. **INFORMATIONAL ITEMS:**

- a. HDL Trends March 23, 2021

No discussion.

7. **PRESENTATIONS:**

- a. Broadband Proposed Program – Review Survey Results and discuss ways to obtain more responses.

The Committee recommends placement of the survey in the Gold Planner and/or the Mountain Democrat.

8. **DISCUSSION ITEMS:** None.

Minutes, April 9, 2021

Approved 

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 (Brown, Kaiserman)**

The subcommittee is interested in having a meeting with staff to discuss going forward.

b. **Goals and Objectives review and update.** The Committee reviewed the changes made to Goal 1 and reviewed and modified Goal 2.

- Goal 1: The Committee approved the revisions.
- Goal 1, Strategy 1.6: **Member Anderson** will participate in the CEDAC meetings.
- Goal 2: The Committee felt that Goal 2 is primarily carried out by the Visitors Authority and that they already are holding conferences.
- Goal 2, Strategy 2.1: Combine Strategy 2.1 and 2.2. Timing to be "on-going." Committee recommends appointing a Member to engage the Visitors Authority.
- Strategy 2.3: Although the Committee made no changes to the Strategy, the Committee noted that the City has no desire to have downtown events. Unofficial Member Clerici recommends that a study regarding tourism be conducted that would provide useful data.
- Strategy 2.4: Remove "work with."
- Strategy 2.5: Revise to state that PEAC would assist and actively recruit one or more hotel/motels. And modify the 'responsibility' section to state that PEAC with assistance from staff.

c. **Review and make recommendations for potential uses for stimulus Funding.**

The Committee recommends using funds for broadband pilot project providing service from Sacramento Street to the Public Safety Building at Main Street and Mosquito Road.

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

a. **Update Hotel Projects**

- **Gateway Hotel:** Mr. Rivas updated the Committee on the status of the hotel. Staff continues to work with the new developer and owners.
- **Forni Road Hotel:** Mr. Rivas updated the Committee on status of a potential hotel following staff's meeting on February 23, 2021 with developers and investors and that no further contact has been made. **Member Thomas** stated that over the last year, surrounding hotels are only at 30% occupancy.

- b. **Historic City Hall and 515, 525 Main Street Reuse:** Mr. Rivas updated the Committee regarding the former DA buildings and that the County is negotiating with the group "Placerville 1848" to take ownership of the Post Office building and the City will take possession of the Annex.
 - c. **Cannabis Dispensaries Update:** Mr. Rivas reported that on the status award of Licenses to 3 applicants, Sacred Roots, Chucks Cannabis Collective and Reserve House and that the City processing the building permit applications for Sacred Roots and Chucks. The Committee voiced a concern regarding the lack of progress of Reserve House and that the City may want re-issue a license to someone else.
 - d. **Covid-19 Update: Member Brown** reported that the County was in the Orange Tier as of April 8th, schools are to open full time next Monday, and the Governor proposes to eliminate the tier system by June 15th and allow all businesses to fully open.
 - e. **Sidewalk and Parking Stall Dining Status:** Mr. Rivas reported to the Committee that staff will be bringing an agenda item to the City Council for discussion of the program.
 - f. **Placerville Armory-affordable housing project:** Mr. Rivas updated the Committee on the status of the States selection process and that the award will be announced shortly.
- 10. **ITEMS FOR NEXT AGENDA:** Continue with review of Economic Development Strategy
 - 11. **NEXT MEETING:** May 14, 2021
 - 12. **ADJOURNMENT:** The Meeting was adjourned at 1:35 p.m.