

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, May 14, 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:**

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| Members Present: | Chair Miller, Anderson, Clerici, Thomas, Windle |
| Members Absent: | Brown, Kaiserman |
| Staff Present: | Morris |
3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Anderson** and seconded by **Member Thomas**. Motion carried 4-0. Absent Brown, Kaiserman, Clerici
4. **ADOPTION OF THE MINUTES OF THE MEETING OF April 9, 2021:**

Adoption of the Minutes was moved by **Member Thomas**, and seconded by **Member Windle**. Motion carried 3-0-1. Absent Brown, Kaiserman, Abstain Miller

Clerici Arrived
5. **ITEMS OF INTEREST TO THE PUBLIC:** Mayor Thomas addressed the committee regarding downtown events and requested that they take on the project to recommend a downtown event program. Some discussion took place and it was decided to place this item on the next agenda.
6. **INFORMATIONAL ITEMS:**
 - a. HDL Trends April 16, 2021

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):** None – Due to Covid.
2. **Tourism/Health and Wellness (Anderson, Wager, Thomas):** None
3. **Broadband Service (Vonderschmitt, Brown, Kaiserman) :** Referred to Broadband Project.

b. Broadband Project Review

1. **Review current Survey Results.** The committee reviewed the results and asked what information has been received on cost as it is not shown on the survey results. City Manager will check with Entry Point
2. **Review Proposal from Entry Point for Feasibility Study for Broadband Program for Placerville.** The committee recommended to the City Council to accept the proposal and move forward.

- c. Goals 2 and Objectives Review:** The Committee reviewed the changes to goal 2 and made the following recommendations for changes:
- 2.1 Correct grammar and typos.
 - 2.2 Remove, New 2.2 – Create Strategy to propose new program for downtown events.
 - 2.3 Correct list of entities to reflect current, ie remove Historical Advisory Committee.
 - 2.5 Add Strategy to address Short-Term Rentals

The Committee agreed to review Goal 3 Objectives and Strategies at the next meeting.

d. Review and make recommendation for potential uses for Stimulus Funding

1. **RAD Program:** The committee reviewed the Relief Across Downtown (RAD) program and asked staff to bring back additional information when available.
2. **None**

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:** No new updates

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. One applicant plans to open in June.

- d. **Covid-19 Update:** No new updates.
- e. **Sidewalk & Parking Stall Dining status:** Mr. Morris provided an update to the committee.

10. **ITEMS FOR NEXT AGENDA:**

Goal 3 of the Committees Strategy
Downtown Events Program

- 11. **NEXT MEETING:** June 11, 2021 – (The committee agreed to meet live rather than virtual for this meeting.)
- 12. **ADJOURNMENT:** The Meeting was adjourned at 1:34.