

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, June 11, 2021, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 12:01 p.m. The Pledge of Allegiance was recited.

2. **ROLL CALL:**

Members Present: Chair Miller, Vice Chair Kaiserman, Anderson (arrived at 12:07), Thomas, Clerici, Windle
Members Absent: Brown
Staff Present: Morris, Rivas

3. **ADOPTION OF AGENDA:**

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

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

Adoption of the Minutes was moved by **Member Clerici**, and seconded by **Member Thomas**. Motion carried 4-0-1. Vice Chair Kaiserman abstained. Absent: Member Brown

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

6. **INFORMATIONAL ITEMS:**
 - a. HDL Trends May 19, 2021

No discussion.

7. **PRESENTATIONS:** None.

8. **DISCUSSION ITEMS:** None.
 - a. Subcommittee Updates - Consider appointments of members to Tourism and Broadband Services Committees

Note: This is Member Kevin Brown's last meeting. He currently serves on the Business Outreach and Broadband Services Subcommittees

1. Business Outreach Visits (Kaiserman, Miller, Windle): On hold.
Member Tony Windle added to subcommittee
 2. Tourism/Health and Wellness (Anderson, Clerici, Thomas): On hold.
Member John Clerici added to subcommittee
 3. Broadband Service (Kaiserman, Thomas)
Member David Thomas added to subcommittee
- b. Broadband Project.
1. Report on approval of proposal with Entry Point and Committee involvement. Mr. Morris reported on the City Council's approval of the contract with Entry Point. The Committee commented that the survey did not provide the range of costs.
- c. Receive overview of downtown events and discuss new program details. (Attachment B). Mr. Morris discussed the seven events approved by Council and PEAC discussed the following issues:
- Issue with fall events coinciding with Apple Hill season.
 - PDA, a previously major sponsor of events is reduced its involvement.
 - PEAC may want to form a subcommittee to focus on this issue
 - Wagon Train & Hangtown Days - PDA sponsored
 - Winederlust - September event, sponsored by EDWA
 - Octoberfest - held in October, sponsored by PDA
 - Trick or Treat Halloween - City sponsored event
 - Antique Car Show - held in August, sponsored by Lions Club
 - Festival of Lights - held in November, sponsored by the City
 - Christmas Parade
 - Girls Night Out - Main Street is not closed.

Member Thomas requested a "redlined" version of the application showing the changes made.

Member Clerici would like to see revenue and expenses for each event. Recommends a survey of the merchants regarding road closure and number of attendees. Conduct screen grabs of video at event beginning, middle, and end to estimate level of participation.

Member Anderson would like to know the cost of providing Police services.

Next meeting on this item - review application and review Committee comments and recommendations.

- d. Review Downtown Street Outdoor Dining Options and consider development process for installation of public parklets/or restaurant street dining enclosures. Mr. Morris discussed the COVID-19 outdoor no-fee application dining program which was terminated by the Council ending June 15th. Permit holders had until June 18th to remove all structures from the ROW. Morris posed the question of whether PEAC considers a more permanent program and having parklets open for the general public similar to the demonstration parklet and/or allowing restaurants the ability to install their own enclosures for the exclusive use the restaurant.

Committee Members raised the following issues: Parking constraints, issues with delivery trucks, compensation to the City for exclusive restaurant enclosures.

Mr. Morris recommends that a survey be performed to determine the amount of available parking at various times throughout the day. A previous survey found that parking lots were never 100% full anytime seven days per week.

- e. Goals and Objectives review.
 - Review changes to date, Goal 2 and Goad 3.
 - Review and make changes to Goal 4 (Attachment C)
 -

Committee tabled to the next meeting.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Update Hotel Projects
 - Gateway Hotel
- b. Historic City Hall and 515, 525 Main Street Reuse
- c. Cannabis Dispensaries Update
- d. Covid-19 Update
- e. Sidewalk and Parking Stall Dining Status:
- f. Placerville Armory-affordable housing project

The Committee tabled to the next meeting.

10. ITEMS FOR NEXT AGENDA: Continue with review of Goals 2, 3, and 4 of Economic Development Strategy

11. NEXT MEETING: July 9, 2021

12. ADJOURNMENT: The Meeting was adjourned at 1:48 p.m.