

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, July 9, 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, Clerici, Windle

Members Absent: Anderson, Thomas,

Staff Present: City Manager Morris, Community Services Director Zeller

(Note: Kevin Brown resigned effective July 2, 2021.)

3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by Member Clerici and seconded by Member Kaiserman. Motion carried 4-0. Absent Anderson, , Thomas

4. **ADOPTION OF THE MINUTES OF THE MEETING OF June 11, 2021:**

Adoption of the Minutes was moved by Member Clerici, and seconded by Member Kaiserman. Motion carried 4-0. Absent Anderson, , Thomas

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

6. **INFORMATIONAL ITEMS:**

- a. HDL Trends June 22, 2021

7. **PRESENTATIONS:** None


8. **DISCUSSION ITEMS:**

a. Subcommittee Updates

1. **Business Outreach Visits (Kaiserman, Miller, Windle):** On Hold - Due to Covid. The committee will review and determine when to start visits.

2. **Tourism/Health and Wellness (Anderson, Thomas, Clerici):** None

Minutes, July 9, 2021

Approved 

3. **Broadband Service (Thomas, Kaiserman) :** Referred to Broadband Project.

b. **Broadband Project Review:** The Committee received a presentation from Entrypoint Networks on the status and calendar for the Broadband Feasibility Study. The Committee was asked to complete two documents, Strategic Priorities Ranking, and SWOT Analysis. City Manager Morris will forward the documents to them. The committee was also asked to assist with gathering Internet Invoices from Residential customers and Business customers.

c. **Request from Council to review items.** Member Clerici submitted a memorandum regarding potential questions for these items. The committee discussed the items.

1. **Receive overview of downtown events and discuss new program details.** The committee discussed this item and potential surveys of downtown businesses. Comments were received from Ruth Michaelson, Heidi Meyerhoffer, and Brian Chase. Suggestions were made to compare costs with Fair Grounds, City of Folsom and other cities with similar historic downtowns.
2. **Review Downtown Outdoor Dining Options and consider options.** The committee discussed various options regarding Outdoor dining including surveying business owners and the public. Comments were heard from Ruth Michaelson and Kaitlyn Keyt.
3. **Review and make recommendations regarding Formula Businesses.** The committee discussed Formula Businesses and received comments from Heidi Meyerhoffer, Ruth Michaelson, Brian Chase, and Kaitlyn Keyt. Brian Chase offered PDA's assistance in surveying businesses and property owners.

The Committee agreed to appoint a sub-committee to look at the process and create a survey to bring back to the Committee. The following were appointed to the sub-committee: **John Clerici, Mickey Kaiserman and Tony Windle.** Member Windle agreed to chair the sub-committee. The sub-committee will invite others to participate such as PDA representatives. Development Services Director, Pierre Rivas, will staff the Outdoor Dining and Formula Business areas. Community Services Director, Terry Zeller, will staff the Downtown Events area.

d. **Goals and Objectives Review:**

- The Committee reviewed the changes to goal 2. **Member Clerici** moved to approve Goal 2 Seconded by **Member Kaiserman.** Motion passed 4-0
- The Committee reviewed Goal 3. Changes were made as follows:

Remove the word "and" after spaces on the second line of Objective.

Change Timing on 3.1 to June 2022

Spell out NNO in 3.2

With these changes **Member Clerici** moved to approve Goal 3 Seconded by **Member Kaiserman**. Motion passed 4-0

- The committee made suggested changes to Goal 4 and asked staff to make amendments and bring back Goal 4 to 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. Site Plans are expected to be submitted to Development Services this month.
- **Forni Road Hotel:** No new updates

b. **Historic City Hall Reuse:** Mr. Morris provided an update.

c. **Cannabis Dispensaries Update:** Mr. Morris updated the Committee on the continuance of the licensing process. Chuck's Wellness opened on June 10, 2021.

d. **Covid-19 Update:** No new updates.

e. **Sidewalk & Parking Stall Dining status:** No updates.

10. **ITEMS FOR NEXT AGENDA:**

No new items. Continued discussion on current items.

11. **NEXT MEETING:** August 13, 2021

12. **ADJOURNMENT:** The Meeting was adjourned at 1:44.