

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, August 13, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

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

Members Present:	Chair Miller, Vice Chair Kaiserman, Clerici, Anderson (arrived at 12:16), Thomas, Windle
Members Absent:	Placerville Drive Business representative seat is vacant
Staff Present:	Development Services Director Rivas
3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Kaiserman** and seconded by **Member Clerici**. Motion carried 5-0. Absent Anderson.
4. **ADOPTION OF THE MINUTES OF THE MEETING OF July 9, 2021:**

Adoption of the Minutes was moved by **Member Kaiserman**, and seconded by **Member Clerici**. Motion carried 5-0. Absent Anderson.
5. **ITEMS OF INTEREST TO THE PUBLIC:** Ruth Michaelson spoke on outdoor dining and the City Council's decision to reinstall the City's parklet.
6. **INFORMATIONAL ITEMS:**
 - a. HDL Trends July 19, 2021
7. **PRESENTATIONS:** None
8. **DISCUSSION ITEMS:**
 - a. Subcommittee Updates
 1. Business Outreach Visits (Kaiserman, Miller, Windle): On Hold.
 2. Tourism/Health and Wellness (Anderson, Thomas, Clerici): On Hold.

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

- b. Broadband Project Review:** The Committee received a presentation from Jeff Christensen ([801-694-6540](tel:801-694-6540)/jchristensen@entpnt.com), Entrypoint Networks. Christensen discussed: Community Engagement, Business Model Strategy (Open Access or Internet Service Provider [ISP]), and Example Cities (Sandy, Oregon and Chattanooga, Tennessee).

(Note: Technical difficulties with the equipment shorted the Zoom meeting time with Mr. Christensen and the full presentation was not provided.)

Mr. Christensen will not be available early September. Broadband Subcommittee and City Manager Morris to schedule a meeting with Mr. Christensen prior to PEAC's September 10th meeting to report on Entrypoints' report Strategic Priority Ranking rating sheets and broadband invoices.

- c. Request from Council to review three items/Survey Subcommittee (Clerici, Kaiserman, Windle):** The Committee was provided the PEAC Business Questionnaire working draft dated August 2021 for the following three items. PEAC and public comments to be incorporated into the draft Questionnaire and distributed to the PEAC members for discussion at the September 10th meeting.

- 1. Receive overview of downtown events and discuss new program details.** The committee discussed this item and reviewed the working draft questionnaire. Comments were received from Ruth Michaelson, Heidi Meyerhoffer, and Russ Reyes, Kilt & Cork Event Production. The Committee is requesting that the true cost of closing of Main Street be determined and why the fees have changed.
- 2. Review Downtown Outdoor Dining Options and consider options.** The Committee discussed this item and reviewed the working draft questionnaire. Comments were heard from Ruth Michaelson. The Committee recommends use of design and construction standards.
- 3. Review and make recommendations regarding Formula Businesses.** The committee discussed Formula Businesses and received comments from Heidi Meyerhoffer and Ruth Michaelson. The Committee discussed this item and reviewed the working draft questionnaire.

d. Goals and Objectives Review:

- The Committee approved the revisions to Goal 4 by 6-0 unanimous consent voice vote.

- The Committee reviewed Goal 5. The Committee directed staff to review the referenced dates and revise as necessary.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

a. Update Hotel Projects

- **Gateway Hotel:** Mr. Rivas updated the Committee on the status of the hotel. Site Plans are expected to be submitted to Development Services this month.

b. Cannabis Dispensaries Update: Mr. Rivas updated the Committee on the continuance of the licensing process. Chuck's Wellness opened on June 10, 2021 and Sacred Roots is currently under construction.

c. Covid-19 Update: No new updates.

d. SACOG Civic Lab-Broadway Corridor Housing Opportunities Analysis: Mr. Rivas updated the Committee on the City's award of \$100K REAP funding from SACOG for consulting services to perform a housing opportunities analysis. The Committee was provided copies of the Housing Opportunities Analysis Draft Scope of Work prepared by Economic & Planning Services (EPS) and Ascent Environmental.

10. ITEMS FOR NEXT AGENDA:

- Review of Placerville Economic Development Strategy Goal 6.

11. NEXT MEETING: September 10, 2021

12. ADJOURNMENT: The Meeting was adjourned at 2:00.