

**MINUTES**

**CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, September 10, 12:00 P.M.  
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA**

1. **CALL TO ORDER:** The meeting was convened at 12:04 p.m. The Pledge Allegiance was recited.
2. **ROLL CALL:**
  - Members Present: Chair Miller, Vice Chair Kaiserman, Clerici, Anderson, Thomas, Windle
  - Members Absent: Placerville Drive Business representative seat is vacant
  - Staff Present: Development Services Director Rivas  
Community Services Director Zeller
3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Kaiserman** and seconded by **Member Clerici**. **Motion carried 6-0.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF August 13, 2021:**

Adoption of the Minutes was moved by **Member Clerici**, and seconded by **Member Kaiserman**. **Motion carried 6-0.**
5. **ITEMS OF INTEREST TO THE PUBLIC: No public comment.**
6. **INFORMATIONAL ITEMS:**
  - a. HDL August Legislative Update
  - b. HDL City Tax Report January-March 2021. PEAC discussed the reports and in particular, the increase in sales tax revenues.
7. **PRESENTATIONS: None**
8. **DISCUSSION ITEMS:**
  - a. **Subcommittee Updates**
    1. **Business Outreach Visits (Kaiserman, Miller, Windle): On Hold.**

Public Comments were received from Ruth Michaelson who raised the question as to why the outreach program is on hold considering

businesses are open. The Subcommittee stated that the program is on hold due to COVID.

2. **Tourism/Health and Wellness (Anderson, Thomas, Clerici):** On Hold.

**Member Anderson** reported that he went to the El Dorado County Visitors Authority on September 9, 2021, and spoke with Jody Franklin discussing tourism and a dramatic increase in transient occupancy taxes (TOT), mainly due to short-term rentals. **Member Anderson** will bring back statistical information at the next PEAC meeting.

3. **Broadband Service (Thomas, Kaiserman):** Refer to Broadband Project Item 8.b.

- b. **Broadband Project:** The Broadband Subcommittee reported on the Zoom meeting held September 9, 2021 with Entry Point Networks, City Manager Morris, and Development Services Director Rivas. The Committee was provided the "Strategy Framework" outline prepared by Jeff Christiansen. **Member Anderson** reported that he attended the CDAC meeting. CDAC will provide a copy of its broadband presentation made to the Board of Supervisors to Member Anderson and provide to City Manager Morris. The Committee noted that survey did not yield many returns. Entry Point will provide a report to PEAC with which to use in making recommendations.
- c. **Request from Council to review three items/Survey Subcommittee (Clerici, Kaiserman, Windle):** The Committee was provided the PEAC Business Questionnaire working drafts dated August 2021 for the following three items.
1. **Receive overview of downtown events, discuss new program details, and review survey questionnaire.** Community Services Director Zeller reviewed the staff report to the City Council dated May 11, 2021, and its findings, event application fees, fee waivers, barricade requirements, and Council actions. The Committee discussed this item and reviewed the working draft questionnaire. The Committee recommended revising the date to read: "September or October." The Committee requested that the true cost to the City of Main Street closures be brought back for discussion. Comments were received from Ruth Michaelson.
  2. **Review Downtown Outdoor Dining Options, consider options, and review survey questionnaire.** The Committee discussed this item and reviewed the working draft questionnaire. The Committee recommended clarification that the option being considered is "three single-space outdoor dining locations" and that the space can only be located in front of the applicant's place of business. The Committee received written (email) comments submitted by Kaitlyn Keyt.

Comments were heard from Ruth Michaelson. The Committee recommends use of design and construction standards.

3. **Review and make recommendations regarding Formula Businesses and review survey questionnaire.** The committee discussed Formula Businesses within the Central Business District. The Committee discussed this item and reviewed the working draft questionnaire. The Subcommittee stated that it would meet again and return with any changes to the questionnaire. Comments were received from Ruth Michaelson.

**d. Goals and Objectives Review:**

- **Goal 4:** The Committee requested that staff add “outdoor dining enclosures” to Goal 4 and return with recommendation to PEAC at the next meeting.
- **Goal 5:** The Committee approved the revisions to Goal 5 by 6-0 unanimous consent.
- **Goal 6:** The Committee discussed the merits of Goal 6 and current relevance. On motion by **Member Kaiserman**, second by **Member Clerici**, the Committee recommended removing Goal 6 by 6-0 vote.

**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 have been submitted and staff awaits submittal of the application and fees to begin processing.

- b. Cannabis Dispensaries Update:** Mr. Rivas updated the Committee on the continuance of the licensing process. Chuck’s Wellness is opened and it is anticipated that Sacred Roots will be able to open following the inspection by HdL scheduled for next week. The offer of a license to Reserve House, 560 Placerville Drive, will expire in one year.

- 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 reminded that copies of the Housing Opportunities Analysis Draft Scope of Work prepared by Economic & Planning Services (EPS) and Ascent Environmental were provided to the Committee. Mr. Rivas also informed the Committee that the Carriage Trade Center is for sale possibly making the property available for redevelopment opportunities.



10. ITEMS FOR NEXT AGENDA:

- Review of the true cost of Main Street closures.
- **Member Anderson** to make available report from the Visitors Authority for discussion.
- Review of proposed addition of “outdoor dining enclosures” to Placerville Economic Development Strategy Goal 4.
- Review of proposed addition of broadband service to Placerville Economic Development Strategy 1.5.

11. NEXT MEETING: October 8, 2021

12. ADJOURNMENT: The Meeting was adjourned at 1:46.