

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, October 8, 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 Allegiance was recited.
2. **ROLL CALL:**
 - Members Present: Chair Miller, Vice Chair Kaiserman, Clerici, Anderson, Thomas (arrived at 12:07)
 - Members Absent: Windle
(Note: Placerville Drive Business representative seat is vacant)
 - Staff Present: City Manager Cleve Morris
Development Services Director Rivas
Community Services Director Zeller
3. **ADOPTION OF AGENDA:**

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

Adoption of the Minutes was moved by **Member Kaiserman**, and seconded by **Member Anderson**. Motion carried 4-0.
5. **ITEMS OF INTEREST TO THE PUBLIC:** No public comment.
6. **INFORMATIONAL ITEMS:**
 - a. HDL Retail Trends September 16, 2021: Received. No discussion.
7. **PRESENTATIONS:** Entry Point Broadband Presentation (See agenda item 8.b.)
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):** Refer to Broadband Project Agenda Item 8.b.
- b. **Broadband Project:** Jeff Christiansen, Entry Point Networks, presented the Draft Broadband Master Plan, dated October 2021 to PEAC via Zoom.
 - Entry Point to make presentation to the City Council on October 26th and will ask the Council to receive the Plan and conduct a hearing process.
 - Provide key funding and next steps specific to Placerville.
 - The state is allocating \$2 billion to Broadband with \$750 million for guaranteed loans to cities to assist in development of successful broadband networks.
 - Sacramento State students will work with a “marketing professor” on marketing.
 - Entry Point will include in the Plan that the City can collaborate with the County and expand the service area.

PEAC recommended adding tabs to the Master Plan. Mr. Morris advised PEAC to send all comments in one week to him and he would forward to Entry Point. The PEAC Broadband Subcommittee will review the specific steps moving forward.

On Motion of Member Thomas, seconded by Member Kaiserman, to move the Draft Broadband Master Plan forward, to include changes made carried by 5-0 vote.

- c. **Request from Council to review three items. Review and finalize survey. Discuss methods to distribute.**
 1. **Receive overview of downtown events, discuss new program details, and review survey questionnaire.** Community Services Director Zeller and Mr. Morris described the city cost of the events. In 2022, the City will sponsor events with the cost to be offset by those events that generate revenue. Only Oktoberfest generates revenue. Winederlust has the potential to generate revenue. The City is not making a profit. The extra money will go to a non-profit organization. May have a committee formed to review the applications.

Member Clerici recommends that the extra money go to the Parks and Recreation for kids that cannot afford fees.
Member Miller recommends developing a grant application for the extra money.
Member Anderson recommends that the funds be held over to fund future community events.
 2. **Review Downtown Outdoor Dining Options, consider options.** PEAC has no further changes with the survey.

3. Review and make recommendations regarding Formula Businesses.
PEAC has no further changes with the survey.

Survey distribution: Issues discussed included: business versus property owners only? Use business license data. Include a link on the City website. Distribute as a direct mailer; include a return envelope – pre-paid postage (?). Or use Survey Monkey. Do we want the name of the business – add to each survey

Member Miller recommends an incentive such as a \$100 drawing.

Public comments were received from Kaitlyn Keyt commenting on the outdoor dining program. She requested that the City consider allowing outdoor dining with a \$1,000 per parking spot fee.

On motion by Member Anderson, seconded by Member Clerici to submit the surveys with the changes made, move all surveys forward by October 15th to be returned November 5th. Motion carried 5-0 vote.

d. Goals and Objectives Review:

- Review proposed changes to Goals 5 & 6 and make recommendations.
On motion by Member Anderson, second by Member Clerici, the Committee directed staff to prepare the final draft of the Economic Development Strategy accepting all the changes and recommended removing Goal 6. Motion carried by 5-0 vote. PEAC to make presentation to the City Council.

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

b. Cannabis Dispensaries Update: Mr. Morris updated the Committee on the continuance of the licensing process. Chuck's Wellness and Sacred Roots are open. Sacred Roots will be having a grand opening on October 21st.

c. SACOG Civic Lab-Broadway Corridor Housing Opportunities Analysis: Mr. Morris updated the Committee on the City's award of \$100K REAP funding from SACOG for consulting services to perform a housing opportunities analysis.

d. Mr. Morris informed the Committee that the Carriage Trade Center is for sale and a potential buyer is in negotiations with the shopping center owner.

10. ITEMS FOR NEXT AGENDA:

- Review of the true cost of Main Street closures.
- Jody Franklin, Chamber of Commerce Executive Director of Tourism to give presentation.

11. **NEXT MEETING:** November 12, 2021

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