

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, December 10, 2021 - 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was called to order by **Vice Chair Kaiserman** at 12:00 p.m. The Pledge Allegiance was recited.
2. **ROLL CALL:**

Members Present: Vice Chair Kaiserman, Clerici, Thomas, Windle
Members Absent: Chair Miller, Anderson
(Note: Placerville Drive Business representative seat is vacant)
Staff Present: City Manager Morris
Development Services Director Rivas
EDC Fire District Chief Cordero
3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Clerici** and seconded by **Member Thomas**. Motion carried 4-0.
4. **ADOPTION OF THE MINUTES OF THE MEETING OF October 8, 2021:**

Adoption of the Minutes was moved by **Member Thomas**, and seconded by **Member Windle**. Motion carried 4-0.
5. **ITEMS OF INTEREST TO THE PUBLIC:** Public comment was received from Sue Taylor.
6. **INFORMATIONAL ITEMS:**
 - a. HDL Retail Trends October 20, 2021; November 21, 2021 distributed to Committee Members. **No discussion.**
 - b. Broadband Article: "Incumbents Fight Broadband Improvement," CCG Consulting, December 2, 2021. Comments were made by **Member Clerici**.
7. **PRESENTATIONS:**
 - a. Chamber of Commerce Marketing Program Presentation-Jody Franklin, Executive Director of Tourism, EDC Visitor's Authority: Ms. Franklin discussed the marketing program including: marketing purposes;

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Approved 

integration of the three commercial districts; and the review of Strategic Goals and Objectives to include: development of a system to measure marketing programs; target market area – 3 to 4 hour radius driving time – Reno to San Francisco, Bay Area to Yosemite; scope of work; promotion of Placerville events; business outreach throughout the year.

- b. Presentation on plans to remodel Carriage Trade Center – Leonard Grado: Mr. Grado discussed his proposal to purchase the Center, modify the site plan, add two commercial pads, create a new sense of place, rebrand as the “Apple Farm Place,” need for a pylon sign, landscape the parking lot, place mural on Grocery Outlet building’s front elevation, and possibly develop a culinary school. Mr. Grado hopes to break ground this summer 2022.
- c. Presentation on New Placerville Hotel at Jacquier Road and Smith Flat Road (Gateway Hotel)-Steve Smith, VP Operations and COO, Eat.Drink.Sleep: Mr. Smith presented the hotel project which is scheduled to be considered by the Planning Commission on December 21, 2022. The company is also a “food company” and that the hotel is a boutique hotel that will include a full kitchen, library lounge, bar, fireplace, entry lounge, gym, and valet parking. The presentation included a 3-D presentation of the building elevations and interior with a discussion of the roof deck, front patio area, outdoor gym and Jacuzzi, and indoor-outdoor bar. Economic impact of a boutique versus a flag hotel: creates demand on and off season, allows for room ratio adjustments, creates “induced demand.” Anticipates breaking ground in April 2022.

Public comments were received from Sue Taylor and Ruth Michaelson.

8. DISCUSSION ITEMS:

- a. **Business Outreach Visits (Kaiserman, Miller, Windle):** Start business outreach in January 2022.
- b. **Tourism/Health and Wellness (Anderson, Thomas, Clerici):** On Hold.
- c. **Broadband Service (Thomas, Kaiserman):** Subcommittee have not met.
- d. **Broadband Project-Update on Project:** Mr. Morris reported the City Council adopted the Broadband Master Plan and that staff is working with the consultant on the pilot project and will bring the project to City Council in January. A subcommittee meeting is anticipated after 1st of the year.
- e. Request from Council to review three items. Review and finalize surveys. Discuss methods to distribute:
 - 1. **Receive overview of downtown events and discuss new program details.** Subcommittee Update:

2. **Review Downtown Outdoor Dining Options, consider options.**
Subcommittee update.
3. **Review and make recommendations regarding Formula Businesses.**
Subcommittee update.

Mr. Morris reported to the Committee that staff will mail to property owners the survey regarding formula businesses. Staff (Mr. Morris and Mr. Rivas) will hand deliver the surveys to the individual businesses with a link to SurveyMonkey for those who wish to complete the survey on-line.

Public comments were received from Sue Taylor and Ruth Michaelson.

- f. **Goals and Objectives Review:** Mr. Morris recommended that the Committee review the final draft Economic Strategic Plan and forward to Council. **On motion by Member Clerici, second by Member Thomas, the Committee directed staff to forward the final draft of the Economic Strategic Plan, as revised, to the City Council for adoption and appoint Members Clerici and Kaiserman (and Member Miller if available) to present the Plan. Motion carried by 4-0 vote.**

9. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**

- a. **Update Hotel Projects**
 - **Gateway Hotel:** Mr. Morris updated the Committee on the status of the hotel.
 - **Forni Road Hotel:** Mr. Morris and Mr. Rivas updated the Committee on the status of the hotel.
 - **Gold Country Inn-1332 Broadway:** Mr. Rivas updated the Committee on the status of the hotel remodel.
- b. **Cannabis Dispensaries Update:** Mr. Morris updated the Committee on the status of Reserve House and that staff will ask Council to approve an extension of the deadline to initiate.
- 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 (EPS and Accent Environmental) to perform a housing opportunities analysis.
- d. Mr. Rivas provided an update on the Mallard Apartments, Middletown Apartments, and the Placerville Armory Apartments affordable housing projects.
- e. Mr. Rivas provided a report on the tube lighting on the EV charging stations in the Bank of American parking lot.

10. **ITEMS FOR NEXT AGENDA:**

- Economic Strategic Plan Implementation

11. NEXT MEETING: January 14, 2022
12. ADJOURNMENT: The Meeting was adjourned at 1:54.