

MINUTES

**CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, ~~January 14, 2022~~ 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA
Rescheduled January 17, 2022 4:00 p.m.**

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

Members Present: Chair Miller, Vice Chair Kaiserman, Anderson, Clerici, Thomas, Windle
Members Absent: (Note: Placerville Drive Business representative seat is vacant)
Staff Present: City Manager Morris
3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Anderson** and seconded by **Member Clerici**. Motion carried 6-0.
4. **ADOPTION OF THE MINUTES OF THE MEETING OF December 10, 2021:**

Adoption of the Minutes was moved by **Member Clerici** and seconded by **Member Thomas**. Motion carried 5-0. (Member Anderson Abstained)
5. **ITEMS OF INTEREST TO THE PUBLIC:** None.
6. **INFORMATIONAL ITEMS:**
 - a. HDL Retail Trends December 17, 2021; A comment was made by members that jobless claims are at a 52 year low.
7. **PRESENTATIONS:** None
8. **DISCUSSION ITEMS:**
 - a. **Business Outreach Visits (Kaiserman, Miller, Windle):** On Hold due to Pandemic.
 - b. **Tourism/Health and Wellness (Anderson, Thomas, Clerici):** On Hold.
 - c. **Broadband Service (Thomas, Kaiserman):** Subcommittee has not met.

- d. **Broadband Project-Update on Project:** Mr. Morris reported that staff is working with the consultant on the pilot project and will bring the project to Committee for review.
 - 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.** The committee reviewed survey results and made a recommendation to Council that the City take over administration of Downtown events. A motion was made to that affect by **Member Clerici and seconded by Chair Miller. Motion carried 6-0.**
 - 2. **Review Downtown Outdoor Dining Options, consider options.** The committee reviewed survey results and made a recommendation to pursue outdoor dining with specific guidelines for 3 possible permits to be determined by lottery. Motion was made to that affect by **Member Anderson and seconded by Member Clerici. Motion carried 6-0**
 - 3. **Review and make recommendations regarding Formula Businesses.** The Committee reviewed survey results and discussed the lack of response from property owners. The Committee then made a recommendation to forward the results of the survey to Council with a recommendation to allow the Committee to pursue additional responses from Property owners.
Public comments were received from Sue Taylor and Ruth Michaelson.
Following discussion, a motion was made by **Member Anderson and seconded by Member Miller** to forward the results of the survey to Council with a recommendation to allow the Committee to pursue additional responses from Property owners. Motion carried 6-0
 - 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.
 - 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.
10. **ITEMS FOR NEXT AGENDA:** None requested
11. **NEXT MEETING:** February 11, 2022
12. **ADJOURNMENT:** The Meeting was adjourned at 6:13.