

MINUTES

CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, AUGUST 12, 2022 - 12:00 P.M.  
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was called to order by Chair Miller at 12:01 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, Development Services Director Rivas, Finance Director/ Assistant City Manager/Director of Finance Warren, City Engineer Neves

3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by Member Clerici and seconded by Member Thomas. Motion carried 6-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF May 13, 2022.**

Adoption of the Minutes was moved by Member Anderson and seconded by Member Thomas. Motion carried 6-0.

5. **ITEMS OF INTEREST TO THE PUBLIC: No members of the public present (at this time).**

6. **INFORMATIONAL ITEMS:**

- a. May 19, June 16 and July 22, 2022 HDL Retail Trends.

Mr. Warren reported that he is serving on a state wide committee which is a subcommittee of the City Manger's Group-League of California Cities which is reviewing the sales tax issue regarding warehouse retailers such as Amazon.

- b. June 10, 2022 Meeting Notes.

- c. Trip to Green.

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Approved  \_\_\_\_\_

Ms. Neves provided a report on the Trip-to-Green pilot program on U.S. 50 scheduled for selected weekends in August, September, and October.

Sue Taylor commented on the August 6<sup>th</sup> and 7<sup>th</sup> traffic flows.

**7. PRESENTATIONS:**

- a. Quarterly Sales Tax Report.

Mr. Warren proved a sales tax report for Q1.

**8. DISCUSSION ITEMS:**

- a. Strategy 1.1 Business Outreach Visits – Mickey Kaiserman, Debbie Miller, Tony Windle – Report by Committee.

**Member Miller** reported that she has been visiting businesses and asking how they are doing. Not much negativity. There is a lack of available labor force to take available jobs. Recommends a link on the website stating that workers are needed in Placerville, both summer jobs and part-time work. The Chamber has a hiring page on their website.

**Members Kaiserman and Windle** will begin going out on business outreach next week.

- b. Strategy 2.3 Historic Inventory Review – Adam Anderson, Tony Windle – Report by Committee.

**Member Windle** reported that the Miners on Main QR Code did not correlate with the City's list. Mr. Morris clarified that the event is sponsored by Leadership El Dorado Group is making sure the information is accurate. The QR code refers to the Chamber of Commerce site and not the City's site.

Sue Taylor stated that she is concerned with "hear-say" history and that more research is needed to confirm historical accuracies.

Mr. Morris stated that the City's Historic Inventory was prepared by Stan Morris. The Subcommittee is working with the Historical Society to update and check the list for accuracy.

- c. Strategy 1.4 Potential Annexation Areas – John Clerici, Mickey Kaiserman – Report by Committee.

**Members Clerici and Kaiserman** reported on their June 30<sup>th</sup> meeting with Erica (LAFCO) regarding annexation application costs (\$5,000 to \$20,000 depending on the number of parcels); the requirement of include DUCs; and that LAFCO will be conducted an MSR review over next few months giving the City an opportunity to add additional properties to the City's sphere of influence. The

Subcommittee will be preparing a cost comparison between remaining in the County versus annexing into the City. Staff is working on a spread sheet of all potential annexations. Subcommittee is preparing a time line for next steps.

- d. Strategy 1.4 Site Inventories – Adam Anderson, David Thomas, Debra Miller – Report by Committee.

**Chair Miller** reported that she provided PEAC with a listing of vacant properties for sale and she will provide an updated list. **Member Anderson** reported that Action Properties is leaving their current location; Chrystal Ship is preparing to open; the Kinkade Building (437 Main Street) is for sales; the Florence Building is for sale; and the former DeVitos Bar building has closed escrow. **Member Anderson** spoke with Bill Robey who stated that he is looking at the former Inter-County Title Building. Mr. Morris requested a “focused” list of available commercial properties. Mr. Morris requested that PEAC provide recommendations.

- e. Strategy 1.5 Broadband Infrastructure – David Thomas, Mickey Kaiserman – Report by Committee.

Mr. Morris reported that he is working with the consultant on specifications for the pilot program, the financial plan, and grant and loan funding opportunities.

## 9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update:
  - Gateway Hotel: Mr. Morris gave an update on the Mackinaw and anticipated submittal of building plans.
  - Forni Road Hotel: Mr. Morris gave an update on the dual brand Marriot Hotel-Fairfield and Townplace.
- b. Homeless Update: Mr. Morris provided an update on the City’s efforts with the County.
- c. Trip to Green Update: Ms. Neves updated PEAC under Item 6.c.
- d. Armory Housing Project: Mr. Rivas provided an update on the status of Jamboree’s Placerville Armory affordable housing project.
- e. Mallard and Middletown Housing Projects: Mr. Rivas provided an update on the Mallard and Middletown affordable housing projects.
- f. Quick Serve Drive Through: Mr. Rivas provided an update on the preliminary site plan review process which has been completed.
- g. SACOG Civic Lab-Broadway Corridor Housing Opportunities Analysis: Mr. Morris gave update on the status of the project and discussed the Carriage Trade Center redevelopment project and the proposed pole sign.

10. ITEMS FOR NEXT AGENDA: None.

11. NEXT MEETING: September 9, 2022

ADJOURNMENT: The Meeting was adjourned by Chair Miller at 1:34.