

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, SEPTEMBER 9, 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 12:04 p.m.

2. **ROLL CALL:**

Members Present: Chair Miller, Vice Chair Kaiserman , Anderson, Windle
Members Absent: Clerici, Thomas (Note: Placerville Drive Business representative seat is vacant)
Staff Present: Development Services Director Rivas, Associate Planner Hunter

3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Member Kaiserman** and seconded by **Member Anderson**. Motion carried 4-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF August 12, 2022.**

Adoption of the Minutes was moved by **Member Kaiserman** and seconded by **Member Windle**. Motion carried 4-0.

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

6. **INFORMATIONAL ITEMS:**

- a. August 18, 2022 HDL Retail Trends.

Member Anderson feels that the recession fears maybe exaggerated. There are many unfilled jobs. Member Kaiserman noted that some stores are open by appointment only.

7. **DISCUSSION ITEMS:**

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

Member Windle stated that business visit appointments will be made this next week.

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

Member Anderson stated that he met with the Historical Society and that they have a brochure of historical places and buildings.

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

Member Kaiserman reported that the subcommittee has not yet met pending the creation of a spreadsheet with potential annexation properties. Mr. Rivas reported that with the addition of Ms. Hunter to the DSD staff, she will assist with creating the spreadsheet.

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

Chair Miller distributed a “LoopNet” listing of properties for sale. **Member Anderson** noted that 696 Main Street has been sold and is no longer on the market and inquired if the upstairs apartment can be a short-term rental. Mr. Rivas stated that the property is zoned Commercial which allows STRs. **Chair Miller** stated that she is still seeing multiple offers on residential properties and that property values are flattening and not dropping. **Chair Miller** stated that with 53% of homes being owner occupied is a huge issue for workforce housing needs.

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

Mr. Rivas distributed and reviewed the Broadband Grant Application Project and Scope Summary, and budget spreadsheet portion of the grant application that was submitted to the California Public Utilities Commission-Local Agency Technical Assistance Program.

8. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update:
 - Mackinaw Hotel: Mr. Rivas gave an update on the Mackinaw and anticipated submittal of building plans within the next few weeks.
 - Marriot Hotel: Mr. Rivas gave an update on the dual brand Marriot Hotel-Fairfield and Townsquare and that Development Services completed the preliminary site plan review.

- b. SACOG Civic Lab-Broadway Corridor Housing Opportunities Analysis: Mr. Rivas gave update on the status of the project and discussed the Carriage Trade Center redevelopment project.
 - c. Armory Housing Project: Mr. Rivas provided an update on the status of Jamboree's Placerville Armory affordable housing project.
 - d. Mallard and Middletown Housing Projects: Mr. Rivas provided an update on the Mallard and Middletown affordable housing projects.
 - e. SACOG Civic Lab-Broadway Corridor Housing Opportunities Analysis: Mr. Rivas gave update on the status of the project and discussed the Carriage Trade Center redevelopment project.
9. **ITEMS FOR NEXT AGENDA:** (1) **Business Outreach Subcommittee** to bring back business contacted and report; (2) **Member Anderson** to bring Historical Society's listing of historic places; and (3) **Member Anderson** requesting a discussion on having a Facebook page for the Vietnam Memorial and the 21 soldiers that died.
10. **NEXT MEETING:** October 14, 2022

ADJOURNMENT: The Meeting was adjourned by **Chair Miller** at 1:12.