

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, November 11, 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 12:02 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
3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Member Clerici** and seconded by **Member Anderson**. Motion carried 6-0.
4. **ADOPTION OF THE MINUTES OF THE MEETING OF September 9, 2022.**

Adoption of the Minutes was moved by **Member Kaiserman** and seconded by **Member Thomas**. Motion carried 6-0.
5. **ITEMS OF INTEREST TO THE PUBLIC:**

Matt Barber introduced himself and expressed his desire to become more involved with Placerville interests.

Member Windle requested that the planning for next years (2023) Halloween festivities begin in June.
6. **INFORMATIONAL ITEMS:**
 - a. September 23, 2022 and October 27, 2022 HDL Retail Trends.

Chair Miller spoke about the current real estate market stating that the Placerville area has seen little reduction in price
7. **DISCUSSION ITEMS:**
 - a. Strategy 1.1 Business Outreach Visits – Mickey Kaiserman, Debbie Miller, Tony Windle – Report by Committee.

Chair Miller stated that the subcommittee has not yet met. Chair Miller reported that the new business "Grateful Threads" located in the A-frame building at 243 Placerville Drive. The business had a shop in Pismo Beach.

Member Kaiserman last Sunday met with The Market on Mainstreet at 585 Main Street. The owners stated that they had a great experience with City staff.

Member Anderson stated that he attended the ribbon cutting for Coldwell Banker Realty at 601 Main Street.

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

Member Anderson stated that Miner's on Main group placed medallions, 10 of them, at various locations with a QR code for obtaining information of historical places and buildings. Andrew Vonderschmitt wishes to do a video on the Vietnam veterans and is working on a Facebook page.

Member Clerici stated that he is interested in obtaining source materials and historical information regarding Old Hangtown and the hanging that took place.

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

Mr. Rivas informed the Committee of the status of the annexation efforts.

Member Clerici stated that the Subcommittee would like to educate the property owners on the costs and benefits of being annexed into the City.

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

Chair Miller will be bringing new listing on a quarterly basis.

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

Mr. Morris reported on the City's broadband program and reviewed the budget summary. LATA Grant in the amount of \$499K is for planning work only. A proposed pilot program included Main Street to Broadway and Main Street to Marshall Medical. The City applied for a Green Means Go Grant for \$3.55M to run fiber in the ground from City Hall to the end of Broadway. The grant has a \$250K match. Project includes connections to businesses and homes. The City hired a senior management analyst who will manage the broadband project.

8. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update:

- Mackinaw Hotel: Mr. Morris 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 Townplace. Following completion of the preliminary site plan review the property owners appeared to have abandoned the project and the property is listed for sale.
 - Broadband LATA Grant (see Item 7e.)
 - Broadband Green Means Go Grant (see Item 7e.)
 - Hiring of new Employee to implement Broadband Program (see Item 7e.)
- b. 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.
- c. Cannabis Business Community Benefit Committee: Mr. Morris reported to the Committee that \$50,000 per year is available. There is a 4% tax on cannabis sales which goes to general revenues and a 1% additional tax for the Cannabis Community Benefit Fund.

9. **ITEMS FOR NEXT AGENDA:** None.

10. **NEXT MEETING:** January 13, 2023

Cancellation of the December 9, 2022 regular meeting of PEAC was moved by **Member Clerici** and seconded by **Member Kaiserman**. **Motion carried 6-0.**

ADJOURNMENT: The Meeting was adjourned by **Chair Miller** at 1:04.