

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, March 10, 2023 - 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, Thomas, Windle
Members Absent: (Note: Placerville Drive Business representative seat and Member-at-Large seat are vacant pending appointment by City Council)
Staff Present: City Manager Morris, Development Services Director Rivas

3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by Member Kaiserman and seconded by Chair Miller. Motion carried 5-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF February 10, 2023.**

Adoption of the Minutes was moved by Member Kaiserman and seconded by Member Thomas. Motion carried 5-0. Member Anderson announced that he was not present at the February 10, 2023 meeting.

5. **Status of Appointments of New Members and Introductions.**

Introductions were made of the selected members waiting on City Council formal appointment: Paul Godwin, Member-at-Large; and Patty Borelli, Placerville Drive Representative. The current members and staff introduced themselves to the new members.

Mr. Morris reported that current members Miller and Windle will also be subject to formal reappointment by the City Council as their terms expired. Members Miller and Windle can vote. Mr. Godwin and Ms. Borelli may participate in meeting discussions but cannot vote.

6. **ITEMS OF INTEREST TO THE PUBLIC:**
No comments received.

7. INFORMATIONAL ITEMS:

- a. Retail Trends February 7, 2023.

Member Kaiserman commented on the liquidation and reselling of returned merchandised stating that the \$800 billion cost is already built into the price of the merchandise. "Five Below" is a discount store that resells most merchandise for \$5 or less.

8. DISCUSSION ITEMS:

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

Chair Miller reported that the subcommittee has not yet met. **Member Windle** stated that he would like to re-group after Easter, which is a very busy time for his business, and develop a plan.

Mr. Morris stated that following formal appointment of the members, PEAC will assign its members to the five subcommittees. The Brown Act will limit assignment of no more than three members to each subcommittee. Subcommittee assignments will be placed on the next PEAC agenda.

Member Anderson reported that he has been attending ribbon-cutting ceremonies for new businesses and grand openings.

Chair Miller reported that she visited "Market on Main" stated that this is a "cool" business that serves beer, wine, coffee, and merchandise. They also sell coffee from a local coffee bean roaster company.

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

Member Anderson reported that he has developed the Vietnam Veterans Facebook Page. The use of a QR code will bring the user to the Facebook Page. All the images of the fallen veterans are represented on the Facebook Page and provide reference to their name on the Vietnam Memorial Wall in Washington D.C. The site can be found at: Placerville, ca Vietnam kia.

Patty Borelli reported that her late husband, Carl Borelli, provided Christmas Trees to the soldiers in Vietnam and that she has information that she can provide for this effort.

Member Anderson stated that the list of historic sites in the area compiled by Stan Morris requires review by the subcommittee and augmentation.

Mr. Morris stated that the Development Services Department will review the list as well and add other known historic sites to the list.

Member Anderson asked what is the status and current use of the former Post Office at Main Street and Bedford Avenue. Mr. Rivas reported that the owners have rented out the offices to various nonprofit organizations.

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

Mr. Rivas provided a report on the effort by Development Services staff to complete the preparation of a table of all the past and proposed annexation areas for use by the Committee. Mr. Rivas reported that LAFCO has begun their Municipal Services Review (MSR)/ Sphere of Influence (SOI) update.

Member Kaiserman reported on the merger of the Diamond Springs-El Dorado Fire Protection District with the El Dorado County Fire Protection District.

Patty Borelli reported that the metal shed building on Manor Drive is being used by a plumbing company for storage and has introduced heavy truck traffic to the area. Ms. Borelli also stated that the past island annexation process pursued by the City failed due to opposition by residents to annexation. Staff will inquire with LAFCO whether the streamline process for island annexation is still an option.

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

Chair Miller reported that she provided the Committee at the February 10, 2023 meeting a listing (LoopNet) of commercial properties on the market within the City of Placerville and vicinity and reviewed each of the properties. **Chair Miller** reported that the Smith Flat House is on the market listed at \$3.5M.

Mr. Morris reported that the City is interested in the Oetting family property comprising approximately 48 acres located on Ray Lawyer Drive and Placerville Drive. The City desires to use a portion of this property off of Ray Lawyer Drive for the future Public Safety Building to house the City Police and EDC Fire.

Chair Miller reported that the Hydroponics store and former Pro-builders property is in escrow.

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

Member Kaiserman provided the Committee with a summarization of the presentation by Mr. McCargar at the February 10, 2023 meeting on the on the status of the 500K LATA Grant.

Mr. Morris reported that Golden State Communications is developing a plan for the “middle-mile” for the entire state. The City has met with them regarding locating the “hub” (30 ft by 40 ft building) in Placerville (at the end of Old Canal Street at the caboose location). Steve McCargar has been hired to oversee the broadband project. Entry Point is working on the “high level design.” The City is also working with the graduate program at Sacramento State to develop a marketing program.

Member Thomas asked about a proposed RV Park to be built on the former Cornett Lumber Mill site by Edward Mackay and John Conforti and that the recreation pond is already being built. Mr. Rivas reported that the storm water detention pond is required to be built as part of the Mackinaw Hotel project.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update:
 - Mackinaw Hotel: Mr. Rivas gave an update on the Mackinaw Hotel project and reported that the building plans have been submitted for plan check. The first set of comments was provided to the project architect and the City is waiting on the resubmittal.
 - Marriott Hotel: Mr. Rivas reported that the project proponents, Boulevard Construction, submitted an incomplete application to construct a Marriott brand 101 room “Fairfield” Hotel. On the property located on the hill just west of the OfficeMax. The application will involve a General Plan Amendment, Rezone, Site Plan Review, and Variance (height). The project proponents are meeting with Mr. Morris and Mr. Rivas to discuss the City’s hotel incentive program this afternoon.
- b. Broadband LATA Grant. Mr. Morris reported under Item 8e and further stated that the LATA Grant will fund the broadband study.
- c. Broadband Green Means Go Grant. Mr. Morris reported that the City was not awarded the SACOG grant application to fund installation of broadband from City Hall to the eastern end of Broadway.
- d. Upper Broadway Shopping Center Status: Mr. Rivas reported on the “Carriage Trade Center” stating that local commercial developer Leonard Grado has closed escrow on purchase of the property. Mr. Grado has negotiated with Harbor Freight Tools and staff is expecting to have building plan submittals submitted anytime. Mr. Morris stated that Harbor Freight Tools anticipates opening next June. Member Anderson reported that Mr. Grado intends on using the former Carriage Room restaurant for a food pick-up business.

- e. Middletown and Mallard Affordable housing Projects: Mr. Rivas reported on the status of the projects. Staff anticipates the issuance of building permits by late May/early June 2023.
- f. Armory Affordable Housing Project: Mr. Rivas reported that the "Clementine Apartments" will probably be built sometime in late spring of 2024.
- g. Placerville Biergarten-696 Main Street: Mr. Rivas reported that the long vacant building will be an eatery and bar serving beer and wine. The project includes an outdoor eating and drinking area and is subject to review and approval by the Planning Commission.
- h. Astonia Estates Residential Subdivision: Mr. Rivas reported that the final map application for the 39 lot single-family residential subdivision has been submitted to the City and expects to place approval of the final map on the March 28th City Council agenda.

10. ITEMS FOR NEXT AGENDA:

- Election of Chair and Vice Chair
- Subcommittee member assignments
- Sales Tax Update

11. NEXT MEETING: April 14, 2023

ADJOURNMENT: The Meeting was adjourned by Chair Miller at 1:30.