

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, May 12, 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 12:00 p.m.

2. **ROLL CALL:**

Members Present: Chair Miller, Kaiserman, Borelli, Godwin, Thomas, Windle

Members Absent: Vice Chair Anderson, Thomas

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 Member Borelli. Motion carried 5-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF April 14, 2023.**

Adoption of the Minutes was moved by Member Kaiserman and seconded by Member Borelli. Motion carried 5-0.

5. **ITEMS OF INTEREST TO THE PUBLIC:**

Kirk Smith commented on the need for a traffic study to examine impacts from the "Trip-to-Green" traffic congestion program to the downtown businesses with emphasis on Main Street.

6. **INFORMATIONAL ITEMS:**

a. Retail Trends April 10, 2023.

b. Presentation by Leonard Grado – Apple Farm Place.

Mr. Grado provided a presentation on plans to re-image the former Carriage Trade Center renamed Apple Farm Place. Major improvements include some covered patios, pergolas, reconfiguration of the parking lot with addition of landscaping, addition of wall murals, and the addition of a new anchor tenant Harbor Freight to occupy 4 units totaling 17,000 square feet of retail. The former Jed's Restaurant space will be repurposed to serve as a "ghost kitchen."

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Approved 

7. Consider Changing Meeting Times.

The Committee considered changing the PEAC regular meeting time at the request of Ruth Michelson. Public comment was received from Kirk Smith. Following a discussion, **Member Kaiserman** moved, seconded by **Member Windle** that the Committee keep the meeting time as is on the second Friday of each month at noon. **Motion carried 5-0.**

8. DISCUSSION ITEMS:

- a. **Review of Strategic Plan and Focused Strategies** – The purpose of this item is to review our Strategic Plan and recommend focused strategies for the coming year.

Motion was made by **Member Kaiserman** and seconded by **Member Godwin** to select Strategies 1.1 (...Business Outreach Visit Program...), 1.4 (...support expansion of public infrastructure and services...) adding broadband, and 4.3 (Explore properties within sphere of influence for potential annexation...) as priorities for year 2023. **Motion carried 5-0.**

Strategy 1.1 – The Committee requested staff to prepare a “PEAC” information brochure for use. The Committee agreed that home businesses would not be visited. The Subcommittee will have a goal of visiting 12 to 24 businesses per year.

Strategy 1.3 - **Chair Miller** will continue to provide the Committee information regarding properties on the market.

Strategy 1.5 – **Member Anderson** to continue to represent PEAC at CEDAC and add to agenda as a report to the Committee.

Strategy 2.1 – The Committee stated that **Vice Chair Anderson** can continue to engage and participate with the Visitors Authority meetings and report back to the Committee.

Strategy 2.3 – The Committee did not prioritize. Public comment was received from Kirk Smith who spoke on the importance of historic preservation.

Strategy 5.3 – This strategy is on-going in conjunction with Strategy 1.1 Business Outreach Program.

- b. **Committee Appointments.** By consensus the Committee agreed to changes the member assignments indicated by underline and strikeout.
- c. **Strategy 1.1 Business Outreach Visits** – ~~Mickey Kaiserman~~, Patty Borelli, ~~Debbie Miller~~, Paul Godwin, Tony Windle.

The Committee discussed several businesses that they desired to include in a future Outreach visit including Cedar and Twine, Grateful Thread, Under the Arbor Wellness Center. Staff agreed to provide notices each month of any new business permits issued.

- d. ~~Strategy 2.3 Historic Inventory Review—Adam Anderson, Tony Windle—Report by Committee.~~ Subcommittee eliminated.
- e. Strategy 4.3 Potential Annexation Areas – Patty Borelli, Mickey Kaiserman, Debra Miller. Staff reported on the City’s Municipal Service Review (MSR) being completed by LAFCO. The Committee was provided the City Manager’s Report to the City Council dated April 25, 2023. Staff explained the requested expansions to the City’s Sphere of Influence areas.
- f. ~~Strategy 1.4 Site Inventories—Adam Anderson, David Thomas, Debra Miller—Report by Committee.~~ Subcommittee eliminated.
- g. Strategy 1.5 Broadband Infrastructure – Paul Godwin, Mickey Kaiserman, and David Thomas.

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. Staff is waiting for resubmittal.
 - Forni Road Hotel (Marriott Hotel): Mr. Rivas gave an update on the Marriott Hotel. No new information to report. Staff is waiting for resubmittal of the site plan review application following staff review.
- b. Broadband LATA Grant. Mr. Morris provided an update.
- c. Upper Broadway Shopping Center Status: See item 7.b.
- d. Middletown and Mallard Affordable housing Projects: Mr. Rivas reported on the status of the projects. Staff anticipates the issuance of building permits by end of June.
- e. Armory Affordable Housing Project (Clementine Apartments): Mr. Rivas reported on the status of the project.

10. ITEMS FOR NEXT AGENDA:

- Use of Bell Tower as a wedding venue.
- Discussion of the retail study referenced by Leonard Grado (Item 7.b).
- Review of the Main Street event calendar.
- Add Strategy 1.5 to agenda to allow for a report by Member Anderson.
- Review Strategy 4.4.

11. NEXT MEETING: June 9, 2023

ADJOURNMENT: The Meeting was adjourned by Chair Miller at 1:59 p.m.