

MINUTES

**CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, July 14, 2023 - 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA**

1. **CALL TO ORDER:** The meeting was called to order by **Vice Chair Anderson** at 12:00 p.m.
2. **ROLL CALL:**

| | |
|------------------|---|
| Members Present: | Vice Chair Anderson, Borelli, Kaiserman, Thomas |
| Members Absent: | Chair Miller, Godwin, Windle |
| Staff Present: | City Manager Morris, Development Services Director Rivas, Community Services Director Zeller |
3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Member Kaiserman** and seconded by **Member Borelli**. Motion carried 4-0.
4. **ADOPTION OF THE MINUTES OF THE MEETING OF June 9, 2023.**

Adoption of the Minutes was moved by **Member Thomas** and seconded by **Vice Chair Anderson**. Motion carried 4-0.
5. **ITEMS OF INTEREST TO THE PUBLIC:** None received.
6. **INFORMATIONAL ITEMS:**
 - a. **Retail Trends June 21, 2023.**
 - b. **Presentation on the Fair Grounds, Board President Karen Feathers.**

The presentation was cancelled and will be rescheduled for the August 11, 2023 regular meeting.

The Committee discussed the Fairgrounds and race track facilities and the revenue potential. Mr. Morris expressed the need to improve the relationship between the Fair Association and the City for the benefit of both parties.
7. **Review Draft Proposal to allow Weddings at the Bell Tower.** The Committee discussed the guidelines, cost to the City, setup time, sign posting, road closure and reviewed the draft recommendations making the changes, as noted, to be forwarded to the City Council. The Committee recommended a \$500 fee plus a \$100 cleaning deposit with proceeds to go into a special fund for the repair and

Minutes, July 14, 2023

Approved *AM*

maintenance of the Bell Tower. Mr. Zeller discussed the process of setup and take down and the time required.

Chair Saragosa and Members of the Placerville City Council:

Council Member John Clerici asked the Placerville Economic Advisory Committee to review the idea of allowing wedding ceremonies at the Bell Tower. It was discussed in our June 9, 2023 PEAC meeting. The Committee determined that it would be beneficial to the goodwill and economic prosperity of the community and the City of Placerville. PEAC would like to make the following recommendations:

- Only 5 people allowed in the Bell Tower at once. The officiant, the bride and groom, and two witnesses.*
- We allow 2 4 per month.*
- Guests need to stay on the sidewalks. ~~If they desire to close the Bell Tower triangle, they would be responsible for the cost of city staff and barricades.~~*
- Maximum time usage would be ~~30 minutes~~ one hour, with a modest allowance for decorating and clean up.*
- We suggest making a list of products and services ~~Main street~~ Placerville vendors that could directly benefit from these events. A list of products and services can be made to provide to potential wedding planners. ~~Examples would be Melissa at Flowers on Main, Placerville news and Robinsons pharmacy for cards and gifts, Cascada for reception dinners, Desserts or treats from Bonkers, Lodging at Cary house, Doc's stage coach, photographers, jewelers etc., etc.~~*
- We recommend a trial period of 1 year then reassess and recommend modifications ~~amendments~~ that may need to be made.*

PEAC believes that these events can be short enough to have a minimum negative impact to the local merchants but bring people, sales tax, and Transit Occupancy Tax revenue to town/ Main Street from people that maybe wouldn't be coming to the area otherwise.

*Respectfully submitted, PEAC member,
The Placerville Economic Advisory Committee*

A motion was made by **Member Borelli** to approve the Bell Tower wedding venue guideline recommendations as revised and forward to the City Council and seconded by **Member Kaiserman**. Motion carried 4-0.

8. DISCUSSION ITEMS:

- Strategy 1.1 Business Outreach Visits – Patty Borelli, Paul Godwin, Tony Windle.** Member Borelli reported that no business visitations have taken place.

Member Borelli recommends that a police officer also attend business visits. Mr. Morris reported that he would provide Outreach Guidelines.

- b. **Strategy 4.3 Potential Annexation Areas – Patty Borelli, Mickey Kaiserman, Debbie Miller.** Member Kaiserman reported that he has a meeting scheduled with Council Member Clerici to discuss the Smith Flat area and will schedule regular monthly meetings.
 - c. **Strategy 1.5 Broadband Infrastructure – David Thomas, Mickey Kaiserman, Paul Godwin.** City Manager Morris reported that the State has released the application for funding and that the City fails in the “underserved” category.
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 and civil plans are being reviewed.
 - Marriott Hotel: Mr. Rivas reported that the applicant has not responded to staff comments on the site plan review submittal.
 - “Whistle-stop” Hotel: Mr. Morris reported that staff had met with John Mosbacher on July 13th regarding a proposed hotel on a cluster of properties located on and surrounding the former Gold Country Chiropractic building next to the Hog Wild Restaurant.
 - b. **Apple Farm Place Shopping Center:** Mr. Rivas reported that the site plan review application; and the conditional use permit and variance for the pole sign is scheduled to be considered by the Planning Commission on July 18, 2023.
 - c. **Middletown and Mallard Affordable housing Projects:** Mr. Rivas reported on the status of the projects and that plans are in for review.
 - d. **Clementine (Armory) Affordable Housing Project:** Mr. Rivas reported no new information on this project. Mr. Morris reported that parking is still an issue.
10. **ITEMS FOR NEXT AGENDA:**
- Karen Feathers to discuss Fair Grounds
 - Arts & Culture El Dorado Public Art Plan Presentation
11. **NEXT MEETING:** August 11, 2023
12. **ADJOURNMENT:** The Meeting was adjourned by Vice Chair Anderson at 1:30