

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, August 11, 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: Vice Chair Anderson, Borelli, Godwin, Kaiserman, Chair Miller, Thomas, Windle

Members Absent: None

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 7-0.

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

Adoption of the Minutes was moved by Member Thomas and seconded by Member Borelli. Motion carried 6-0-1, Member Miller abstained.

5. **ITEMS OF INTEREST TO THE PUBLIC:** No public comment was received. Chair Miller stated that she is having email delivery problems.

(Note: There was no Item number 6 on the agenda.)

7. **INFORMATIONAL ITEMS:**


a. **Retail Trends June 21, 2023.** The Committee briefly discussed the economic trends.

b. **Presentation on the Fair Grounds, Board President Karen Feathers.**

Karen Feathers provided the Committee with a detailed history of the El Dorado County Fair which was first held in Coloma in 1859. The first Fair held at the current location was in 1939.

Kathy Dunkak, CEO of the El Dorado County Fair & Events Center, provided the Committee with detailed statistical information on the Fair staffing, budget, parking issues, events, and attendance. She also discussed the role of the

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Approved 

Heritage Foundation which serves as a non-profit fundraising arm of the El Dorado County Fair Association.

Member Borelli expressed the need for improved partnering with the City and that she wishes to meet with the Fair.

The Committee discussed the Fairgrounds and racetrack 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.

c. Presentation on Community Public Art Plan - Terry LeMoncheck

Terry LeMoncheck, Executive Director, Arts and Culture El Dorado, provided the Committee with a report on the \$30,000 grant received from the National Endowment of the Arts to fund the preparation of a Public Art Master Plan for the City of Placerville. \$15,000 was provided by the Arts and Culture and \$15,000 provided by the City for a total of \$60,000. Arts and Culture has contracted with Art Builds Community consulting firm to prepare the Plan. Barbara Goldstein, Principal and Policy Director, will oversee the effort. A Steering Committee comprised of community leaders will act as a "community sounding board to the consultants" through the preparation process.

8. Report on Council action and final draft of Weddings at the Bell Tower.

Mr. Morris reported that the Council approved the program as recommended by the Committee and that the City has already received on request for a wedding. The Council authorized three wedding events. The program will be evaluated following to determine its success and issues raised.

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.

9. DISCUSSION ITEMS:

- a. **Strategy 1.1 Business Outreach Visits - Patty Borelli, Paul Godwin, Tony Windle.** Member Windle reported that he met with Ron at Farm Table. Member Windle also reported that he is hearing about businesses being required to take down their outdoor lighting. Mr. Rivas reported that outdoor lighting requires approval by the Planning Commission through a site plan review application. **Member Borelli** stated that she plans on meeting with Kathy Dunkak to discuss the Fair. She is requesting that a representative of the Police Department attend the meeting to discuss the issue of the homeless.
- b. **Strategy 4.3 Potential Annexations Areas - Patty Borelli, Mickey Kaiserman, Debbie Miller.** Member Kaiserman reported that City staff and Subcommittee will be meeting with LAFCO on August 21st from 11:00 to 12:00.

- c. **Strategy 1.4 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 falls in the “underserved” category. The grant submittal deadline ends September 29th.
10. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**
 - a. **Hotel Projects Update:**
 - Mackinaw Hotel: Mr. Morris 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. No
 - b. **Apple Farm Place Shopping Center:** Mr. Morris and Mr. Rivas reported that construction has begun on the new Harbor Freight retail store.
 - 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. Member Borelli asked if the City can limit parking of cars on Ray Lawyer Drive.
 - e. Chair Miller reported that she “really enjoyed National Night Out – it was a great event.”
11. **ITEMS FOR NEXT AGENDA:** None.
12. **NEXT MEETING:** September 8, 2023
13. **ADJOURNMENT:** The Meeting was adjourned by Chair Miller at 1:25