

MINUTES

CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, October 13 – 12:00 P.M.  
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was called to order by Committee Member Thomas at 12:05 p.m.

2. **ROLL CALL:**

Members Present: Borelli, Godwin, Kaiserman, Thomas  
(Chair Miller arrived at 12:44)  
Members Absent: Vice Chair Anderson, Windle  
Staff Present: City Manager Morris, Dev. Svcs. Dir. Rivas

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 September 8, 2023.**

Adoption of the Minutes was moved by Member Borelli and seconded by Member Godwin. Motion carried 4-0.

5. **ITEMS OF INTEREST TO THE PUBLIC:** None received.

6. **INFORMATIONAL ITEMS:**

- a. Retail Trends September 26, 2023. Discussed the Document. No Action

7. **DISCUSSION ITEMS:**

- a. Strategy 1.1 Business Outreach Visits – Patty Borelli, Paul Godwin, Tony Windle. Member Godwin reported that he has a list of businesses he plans to visit on Broadway and focus on smaller, non-corporate businesses. Member Borelli will focus new businesses on Placerville Drive. Mr. Morris to send recommended form for visits to all members. Member Kaiserman recommends focusing on new businesses. Member Borelli expressed concern with law enforcement on Placerville Drive. Member Borelli has concern that the City is only looking at A-board signs on Main Street and not on other areas.
- b. Strategy 4.3 Potential Annexation Areas – Patty Borelli, Mickey Kaiserman, Debbie Miller. Members Kaiserman and Borelli reported on their continued

- c. work on potential annexations. An evaluation form was prepared to evaluate the pros and cons of annexation. It was requested that staff work with the subcommittee to complete the form for each proposed annexation area. Mr. Morris reported that LAFCo is not recommending any changes to the existing Sphere of Influence.
  - d. **Strategy 1.5 Broadband Infrastructure – David Thomas, Mickey Kaiserman, Paul Godwin.** City Senior Management Analyst, Steve McCargar made a presentation on the Local Agency Technical Assistance (LATA) grant submitted and where we currently are, and a review of the Federal Last Mile Grant the City applied for. \$17,703,467.46 total applied for. The State is building the “Middle Mile.”
  - e. **Review and Discuss LAFCO Municipal Service Review Report (MSR) -** Staff reviewed the draft report with the committee and received input. General discussion of the report took place. Member Kaiserman brought up the issue that short-term rentals are not permitted in residential zone districts in the City which differs from the County.
  - f. **Brown Act Information and Discussion -** Mr. Morris discussed the January 3, 2023, memorandum from the City Attorney “Brown Act Refresher and Governance Reminders” and “The Ralph M. Brown Act at a Glance” reference document with the Committee.
8. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**
- a. **Hotel Projects Update:**
    - Mackinaw Hotel: Mr. Rivas gave an update on the Mackinaw Hotel project and reported that we are waiting on the 2<sup>nd</sup> plan check submittal of the building plans.
    - Marriott Hotel: Mr. Rivas reported that there has been no new information on this site.
  - b. **Apple Farm Place Shopping Center:** Mr. Morris reported that the remodel for the new Harbor Freight store is under construction.
  - c. **Middletown and Mallard Affordable housing Projects:** Mr. Rivas reported that partial grading permits have been issued and grading on the sites has started. Building Plans are being reviewed.
  - d. **Clementine (Armory) Affordable Housing Project:** Mr. Rivas reported no new information on this project.
  - e. **Cottonwood Park 4 & 6:** Mr. Rivas reported that the final map will be recorded within the next week and that building permits will be issued for construction of the model homes.

- f. Member Godwin reported on the American River Conservancy's Wakamatsu Farm riparian awareness activities; and reported on the music events at The Green Room Social Club on Main Street.
  - g. Member Borelli reported on the Save the Graves event scheduled for Saturday, October 21<sup>st</sup> from 10:00 a.m. to 4:00 p.m.
9. **ITEMS FOR NEXT AGENDA:**
- Short Term Rentals for Residential Areas.
10. **NEXT MEETING:** November 10, 2023
11. **ADJOURNMENT:** The Meeting was adjourned by Chair Miller at 1:50