

MINUTES

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

2. **ROLL CALL:**

Members Present: Chair Miller, Borelli, Godwin, Kaiserman, Thomas (arrived at 12:05), Windle
Members Absent: Vice Chair Anderson
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 4-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF October 13, 2023.**

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

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

Comment was received from Kathi Lishman stating that the Friday at noon meeting is not a good time for interested persons to attend and asked for consideration of another time.

6. **INFORMATIONAL ITEMS:**

a. **Retail Trends October 26, 2023.**

The Committee discussed the report. **Member Kaiserman** discussed the proposed collection of sales tax by Amazon for online sales and how those taxes will be allocated. Mr. Morris informed the Committee that Finance Director Warren will give a report on sales tax revenues at our next meeting.

b. **September Business License Report.**

A total of 17 new businesses opened up. The Committee can use the report to target business outreach visits.

7. DISCUSSION ITEMS:

- a. **Strategy 1.1 Business Outreach Visits – Patty Borelli, Paul Godwin, Tony Windle.** Member Godwin reported on informal business visits performed and he will submit the completed business outreach forms to Mr. Morris. Member Godwin conducted four visits and submitted two completed forms for response by staff (Gold Leaf and Geartooth Alewerks).
- b. **Strategy 4.3 Potential Annexation Areas – Patty Borelli, Mickey Kaiserman, Debbie Miller.** Member Kaiserman reported no new updates since the last update and that he has met with John Conforti (Smith Flat area property owner). The Committee needs to review the table of potential costs to property owners and other factors related to the potential annexations that the Committee should begin to work on a Pros and Cons Report for each annexation.
- c. **Strategy 1.5 Broadband Infrastructure – David Thomas, Mickey Kaiserman, Paul Godwin.** Member Kaiserman reported that the Subcommittee has not met since the last meeting. Mr. Morris reported that the City should hear about the results of the grant application sometime after the 1st of the new year (see website: connectplacerville.com).
- d. **Review current Municipal Code Regulations regarding Short Term Rentals (STRs) and provide input to staff.** Mr. Morris and Mr. Rivas gave a report on the item and history of short-term rental activity in the City. Member Windle stated that he benefited from having a short-term rental available to rent and asked if this is something that the residents should vote on. Member Kaiserman stated that the City is losing TOT and that STRs should be allowed anywhere in the City. Member Kaiserman does not believe the STRs take away from housing availability and we have a lack of hotel rooms. Member Borelli stated that she has no objection to them. She is aware of issues in the “Fabulous 40s” neighborhood in Sacramento and the issues in Tahoe. She is in favor of hosted STRs and does not want folks buying homes just for opening a STR. Member Godwin owned an STR in Pleasant Valley and has stayed in many. In some small towns, STRs contribute to the failure of the community, parking issues, and reduction in long-term rental availability. Referencing a study, Sedona saw a 65% reduction in rentals, and has a leaning against them, also referencing a study in the Washington Law Review. Placerville has a lack of hotel rooms. Believes that hosted STRs only are a good idea. Chair Miller stated that “she is on the fence” and a middle ground is needed, likes the idea of allowing for hosted STRs. She referenced the snowbirds that move to Arizona in the winter; you don’t get to know your neighbors.

Member Anderson, who was not in attendance, submitted a letter to the Committee dated November 7, 2023.

Public comment was received from Frank Porter, Vice President of Housing El Dorado. Mr. Porter updated the Commission on affordable housing efforts. The

County has commissioned a study on housing affordability. The City and County are working together to create ADUs through the "Jump Start ADU" program that includes creation of a webpage for ADU information and pre-approved ADU building plans. Mr. Porter submitted a letter, supporting documentation, and housing needs assessment data, dated November 10, 2023, to the Committee (see website: Housingeldorado.org).

Public comment was received from Maureen Dion-Perry. Ms. Dion-Perry described the Housing El Dorado received a grant from the Women's Fund for the "Jump Start ADU" program. Housing El Dorado is working with the County and City on a website of available resources for development of ADUs.

Public comment was received from Peg Vanderkar stating that ADUs are needed for additional housing (see website: EldoradoADU.org).

Public comment was received from Kay Armstrong describing the State ADU law is created for development of affordable housing units.

Public comment was received from Kathi Lishman, resident of Placerville.

Public comment was received from Tim Derby, a resident of Placerville.

Public comment was received from Cindy Savage, a resident of Placerville. Ms. Savage submitted a letter originally submitted to Councilmember Jackie Neau dated July 28, 2023, to the Committee.

Public comment was received from Dr. Merlin, resident at 1447 Lane Way.

8. 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 1st plan check of the building plans is completed and the civil plans are still under review.
- Marriott Hotel: Mr. Morris 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. Morris stated that grading permits have been issued and building plans and improvement plans are in plan check.

d. **Clementine (Armory) Affordable Housing Project:** Mr. Morris reported no new information on this project.

9. ITEMS FOR NEXT AGENDA: None

10. **NEXT MEETING:** December 10, 2023 is cancelled. The next meeting is January 12, 2024.
11. **ADJOURNMENT:** The Meeting was adjourned by **Chair Miller** at 1:15