

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, February 9, 2024 - 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, Vice Chair Anderson, Borelli, Godwin, Kaiserman, Thomas, Windle
Members Absent: Kaiserman
Staff Present: Development Services Director Rivas, Associate Planner Hunter
3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Member Borelli** and seconded by **Member Godwin**. Motion carried 6-0.
4. **ADOPTION OF THE MINUTES OF THE MEETING OF January 12, 2024.**

Adoption of the Minutes was moved by **Member Borelli** and seconded by **Member Anderson**. Motion carried 6-0.
5. **ITEMS OF INTEREST TO THE PUBLIC:** None received, no members of the public present.
6. **INFORMATIONAL ITEMS:**
 - a. **November and December Business License Report.**

The Committee discussed the report and discussed individual businesses.
7. **DISCUSSION ITEMS:**
 - a. **Strategy 1.1 Business Outreach Visits – Patty Borelli, Paul Godwin, Tony Windle.** Member Windle reported that he is putting together a list of individual business and will send it out to the Subcommittee. Member Borelli reported that she spoke with the manager of OfficeMax who stated that OfficeMax is closing 5 stores. The Placerville store is possibly a rent issue. Staff reported that Grocery Outlet is interested in the space. Member Anderson recommends that staff prepare a formal letter on PEAC letterhead asking Trader Joe's Grocery Store Company to consider the site. Member Borelli would like to see a list of

available commercial space. **Member Thomas** stated that Loop Net provides a listing of commercial property online (loopnet.com). **Member Godwin** reported that he has received a response from Rona, owner of Sole Desire, from the outreach visit. **Member Borelli** asked staff about the new mattress store that opened in the former skateboard shop. Staff reported that it has contacted the owner and reviewed the sign requirements for the business.

- b. **Strategy 4.3 Potential Annexation Areas - Mickey Kaiserman Patty Borelli Debbie Miller:** Nothing to report, no meeting has taken place.
- c. **Strategy 1.5 Broadband Infrastructure – David Thomas, Mickey Kaiserman, Paul Godwin.** **Member Anderson** reported that the January meeting was cancelled, and that AT&T has applied with the Public Utilities Commission (PUC) to be relieved as a Carrier of Last Resort (COLR) and to relinquish its designation as an Eligible Telecommunications Carrier (ETC).
- d. **Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement.** The appointment of **Members Anderson, Borelli, and Thomas** to the Subcommittee was moved by **Chair Miller** and seconded by **Member Godwin**. **Motion carried 6-0.**
- e. **Goal 3: Enhance Community Identity – The Look and Feel of a Great Town.** Objective: To grow and improve the “WOW” factor for every person coming into our community by enhancing the great places, spaces and “walkability” and accessibility of the community for people to enjoy.
Consider new Strategy:
3.3 – Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc.

The addition of Strategy 3.3 was moved by **Chair Miller** and seconded by **Member Godwin**. **Motion carried 6-0.**

The appointment of **Members Anderson, Godwin, and Windle** to the Subcommittee was moved by **Chair Miller** and seconded by **Member Godwin**. **Motion carried 6-0.**

8. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

Staff:

a. Hotel Projects Update:

- Mackinaw Hotel: Mr. Rivas gave an update on the status of the Mackinaw Hotel project.
- Marriott Hotel X2: Mr. Rivas reported that there has been no new information on these proposals.

- b. **Apple Farm Place Shopping Center:** Mr. Rivas reported that the remodel for the new Harbor Freight store is under construction.

- c. **Middletown and Mallard Affordable housing Projects:** Mr. Rivas stated that grading permits have been issued and building plans and on- and off-site improvement plans are in plan check.
- d. **Clementine (Armory) Affordable Housing Project:** Mr. Rivas reported no new information on this project.
- e. **The Pines Apartments:** Ms. Hunter gave the Committee an update on the preliminary plan review for the proposed 6 building, 50-unit market rate apartments located on the corner of Broadway and Texerna Court.
- f. **Oborn Residential Subdivision:** Ms. Hunter gave a status report on the proposed 49 lot subdivision located on the east side of Cottonwood 4 & 6.
- g. **Cottonwood 4 & 6 (Sutter's Ridge):** Mr. Rivas gave a status report on the development of the Cottonwood Park final phases, now called Sutter's Ridge.
- h. **Gold Country Inn:** Ms. Hunter gave a status report on the revision to the approved site plan review application.
- i. **Round Table Pizza:** Mr. Rivas reported to the Committee that staff were made aware (2nd hand information) that Round Table Pizza Restaurant on 512 Main Street is proposing to close.

Committee Members:

- a. **Member Borelli** discussed the pending closure of OfficeMax.
- b. **Chair Miller** asked about the "Joaquin Water Truck" business located on County property driving through her residential subdivision. Staff responded that it would investigate the legality of the business operation.
- c. The Committee discussed the housing affordability issue. **Member Thomas** reported that the County Fair is concerned with the Clementine affordable housing project at the former Placerville Armory conflicting with the speedway.

- 9. **ITEMS FOR NEXT AGENDA:** None.
- 10. **NEXT MEETING:** March 8, 2024.
- 11. **ADJOURNMENT:** The Meeting was adjourned by **Chair Miller** at 1:35