

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, March 8, 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 (arrived at 12:03), Borelli, Godwin, Kaiserman, Thomas, Windle

Members Absent:

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 Godwin**. **Motion carried 6-0.**

4. **ADOPTION OF THE MINUTES OF THE MEETING OF February 9, 2024.**

Adoption of the Minutes was moved by **Member Borelli** and seconded by **Member Thomas**. **Member Kaiserman** abstained. **Motion carried 5-0.**

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

6. **INFORMATIONAL ITEMS:**

a. **February Business License Report.**

The Committee discussed the report and discussed individual businesses. Mr. Morris reported that the Business License Report will only show new businesses, not renewals. The Committee discussed businesses that have recently closed including Placerville Biergarten at 549 Main Street - patrons stated that the outdoor patio area was too close to the street; and Heyday Café at 325 Main Street - the restaurant spent two years looking for a chef, a number of parties have expressed interest in purchasing the restaurant. Member Borelli inquired about the Burning Barrel that has occupied the former Outbreak Brewery. Burning Barrel, based in Rancho Cordova will be a micro distillery and serve craft beer.

b. **Retail Trends.**

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Approved  _____

Member Windle reported that the links required a subscription. **Member Thomas** stated that the headlines do not match the story. **Member Kaiserman** reported that Target store is looking to require a membership to enter the store and shop to reduce theft.

7. DISCUSSION ITEMS:

- a. **Strategy 1.1 Business Outreach Visits – Patty Borelli, Paul Godwin, Tony Windle.** The Committee discussed with staff the responses on the four business outreach forms. **Gold Leaf** (415 Placerville Drive). Mr. Rivas explained that Gold Leaf is located within a commercial center that has an approved Master Sign Plan for the center and tenants must be consistent with the Creek Side Center’s sign plan. **Placerville Food Co-Op** (535 Placerville Drive). Mr. Morris stated that the City will contact the Food Co-Op and discuss the homelessness problem with them. **Sole Desire Shoes** (1224 Broadway). Mr. Rivas explained that Sole Desire is located in the Hangtown Village Square and is subject to the approved Master Sign Plan for the commercial center. Temporary signs are not permitted unless approved under a temporary use permit for a special event. Temporary signs are not permitted to be placed on or about EV charging stations. **Geartooth Aleworks** (7553 Green Valley Road). Mr. Rivas explained that the long time period between the issuance of a building permit was due to issues with power service. Upon issuance, the brewery spent an inordinate amount of time to complete the construction. Staff contacted the owner several times to inquire if assistance was needed and that the brewery wishes to complete the project. The brewery is located within a commercial center (Grandpa’s Corner) that is subject to a Master Sign Plan.

Member Borelli recommended that the City provide an information brochure to be given to new business with the business license. Mr. Rivas responded that staff would implement this recommendation. Member Borelli discussed the inadequate address signs/placards on buildings. Mr. Rivas responded that staff has met with El Dorado County Fire regarding the minimum size and placement of address placards and that minimum requirements are checked at final building permit inspection.

Member Windle reported that he has sent an outreach form to Flourless Bakery (451 Main Street).

Member Anderson reported that he sent a letter to Trader Joe’s grocery store requesting that they open a store in Placerville considering available vacant commercial space.

- b. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman Patty Borelli Debbie Miller.**
c. **Strategy 1.5 Broadband Infrastructure – David Thomas, Mickey Kaiserman, Paul Godwin.**

- e. **Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. - Adam Anderson, Paul Godwin, Tony Windle**

Continuance of Items 7.b, c, and e to the next meeting was moved by **Member Miller**, seconded by **Member Godwin**. **Motion carried 7-0.**

- d. **Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement.** Mr. Rivas provided a PowerPoint presentation on the City's Sign Ordinance. The Committee discussed components of sign ordinance with staff.

8. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

Mr. Morris provided an overview of the two proposals provided to the City for information: TheRetailCoach and HdL ECONSolutions provided proposals to the City to provide market analytics and retail recruitment in anticipation/response to the closures of OfficeMax, Rite Aid, Arian's Supply Sergeant, Therapy Store, and Round Table Pizza that will be considered by the City Council on March 12, 2024.

Kathi Lishman commented that although Trader Joe's grocery store may not provide sale tax dollars to Placerville, the store would bring additional customers to the City.

a. Hotel Projects Update:

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

- b. **Apple Farm Place Shopping Center:** Mr. Morris reported that the remodel for the new Harbor Freight store is under construction and two more stores will locate in the commercial center – Beach Hut Deli and Barebones Workwear clothing store.

- c. **Middletown and Mallard Affordable housing Projects:** Mr. Rivas provided an update on the status of the two affordable housing projects.

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

- e. **Ridge at Orchard Hill:** Mr. Rivas reported that staff met with representatives of D.R. Horton who is in negotiations to purchase property with the Ridge at Orchard Hill Development Plan to construct 70+ single-family homes.

9. ITEMS FOR NEXT AGENDA: None.

10. NEXT MEETING: April 12, 2024.

11. ADJOURNMENT: The Meeting was adjourned by **Chair Miller** at 1:41