

## MINUTES

**CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, June 14, 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, Kaiserman, Thomas |
| Members Absent:  | Windle   |
| Staff Present:   | City Manager Morris, Development Services Director Rivas                         |
3. Notice of Resignation was received from **Member Paul Godwin**
4. **ADOPTION OF AGENDA.**

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

Adoption of the Minutes was moved by **Member Borelli** and seconded by **Member Kaiserman. Motion carried 4-0.**
6. **ITEMS OF INTEREST TO THE PUBLIC:** None received.
7. **INFORMATIONAL ITEMS:**
  - a. **May Business License Report.** The Committee discussed the County Fair and TOT taxes.
  - b. **Retail Trends, May 21, 2024.** The Committee had some discussion on retail.
  - c. **Sales Tax Report.** Mr. Morris presented the Sales Tax Report, reporting that Cannabis tax is up from last quarter. Mr. Morris also reported that State Regulators together with City Police confiscated approximately \$100K worth of illegal cannabis products being sold at four tobacco shops. **Member Thomas** reported that the Fuel-For-Less is basically a "head shop." Mr. Morris reported that the City is looking for ways to fund the new Public Safety Building to house both Police and Fire and that the City may explore a sales tax measure. 60 to 70%

of sales tax comes from outside the City. May also look at a USDA loan at 3 to 4% interest. **Member Anderson** is concerned about pushback from the retailers.

8. **PRESENTATIONS: None.**

9. **DISCUSSION ITEMS:**

- a. Strategy 1.1 Business Outreach Visits – Patty Borelli, Tony Windle. No report given. Mr. Morris recommends visiting the Kincade Gallery since the store is closing. Member Thomas reported that Pop Art is in litigation with the Kincade Corporation.
- b. Strategy 4.3 Potential Annexation Areas - Mickey Kaiserman Patty Borelli Debbie Miller. No report given. **Member Kaiserman** reported that he is speaking with Councilmember John Clerici about a comparison of City versus County fees/costs.
- c. Strategy 1.4 Broadband Infrastructure – David Thomas, Mickey Kaiserman. Mr. Morris reported that he, Steve McCarger, and the Consultant had a meeting with the PUC, and a crew conducted a ground level review of the city's Broadband Design.
- d. Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement. Adam Anderson, Patty Borelli, David Thomas. **Member Anderson** reported that he and **Member Borelli** met. Main Street is for walking and Placerville Drive is for driving. **Member Borelli** stated that her building (Venture Village) is not visible from Placerville Drive and people cannot locate businesses in the building. Mr. Morris asked the Subcommittee to list their concerns and issues.
- e. Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. Adam Anderson, Tony Windle. **Member Anderson** stated that there is a concern with the sidewalks in town are a dog park, making a mess for pedestrians. **Chair Miller** asked about creating a separate subcommittee to look at sidewalk cleanliness. **Member Borelli** stated that Merchant on Main (MOM) should be looking at this issue. **Member Anderson** requested that something should be planted around the trees and that banners on parade should be expanded. **Member Anderson** will get a quote from Niemann's to power wash the sidewalks.
- f. Discussion regarding the effectiveness of PAC. Should it continue? Mr. Morris stated that PEAC started in 2012, the same as the City of Patterson. **Chair Miller** stated that maybe PEAC should consider alternative meeting times – maybe quarterly and not meet in the summer months. Need to ask the City Council if PEAC has value – what does the Council want? **Member Thomas** stated that PEAC does a lot of talking, nothing much is happening. The Business Outreach program is a very positive part of what PEAC does. **Member Kaiserman** wanted

to be sure that the Council gets the PEAC minutes. Mr. Morris stated that the minutes are available on the City's website. **Member Thomas** stated that he appreciates the sales tax reports from Dave Warren and that we (the Committee members) can disseminate. **Member Anderson** stated that PEAC needs to raise its expectations of what we do. Members need to be on subcommittees and bring back reports. **Chair Miller** asked if PEAC needs to meet once per month? **Member Anderson** requested to be appointed to the Business Outreach Subcommittee.

**Councilmember John Clerici** arrived at 1:33 p.m. and stated that PEAC is important. **Clerici** further stated that there are challenges with communication with the merchants. May not know what drives them and what are their concerns with the special events. **Chair Miller** reported that downtown was dead following the Golden History Days/Wagon Train event. **Member Borelli** recommended that Wagon Train should begin at Strawberry. Mr. Morris wants to prepare a report together with **Chair Miller** and present it to the City Council. Mr. Morris reported that the Council will be holding a special workshop on special events on July 30<sup>th</sup> at 6:00 p.m.

#### 10. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update
  - Mackinaw Hotel: Mr. Rivas reported that the city is finalizing its review of the on- and off-site improvement plans. The elevations have been changed requiring approval by the Planning Commission.
  - Forni Road Hotel X2: Mr. Rivas reported that there has been no contact from the project proponents.
- b. Apple Farm Place Shopping Center: Mr. Rivas reported that the revised elevations will require approval by the Planning Commission.
- c. Middletown and Mallard Affordable housing Projects: Mr. Rivas reported that these projects are moving forward.
- d. Clementine (Armory) Affordable Housing Project: Mr. Morris reported that the project developer (Jamboree) is negotiating with the County on land acquisition.
- e. Oborn Tentative Subdivision Map: Mr. Rivas reported on the status of the proposal.
- f. D.R. Horton Homes Subdivision-The Ridge at Orchard Hill Planning Development: Mr. Rivas reported on the status of the proposal.
- g. New Faze Development – Astonia Residential Subdivision Map: Mr. Rivas reported on the status of the proposal.
- h. Private Sewer Lateral Ordinance: **Chair Miller** reported that the ordinance allows for 180 days following escrow to complete any sewer lateral repairs and that the building staff are not informing the public, making it impossible to have negotiations between the buyer and seller. Mr. Rivas stated that staff will revise the handout and information page to reflect this.

11. **ITEMS FOR THE NEXT AGENDA:** **Member Anderson** requested adding Miners on Main.
12. **NEXT MEETING:** August 9, 2024
13. **ADJOURNMENT:** The Meeting was adjourned by **Chair Miller** at 1:54.