

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, August 9, 2024 - 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was called to order by **Vice Chair Anderson** at 12:00 p.m.
2. **ROLL CALL:**

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| Members Present: | Vice Chair Anderson, Kaiserman, Thomas |
| Members Absent: | Chair Miller, Borelli |
| Staff Present: | City Manager Morris (arrived at 12:09), Assistant City Manager/Finance Director Warren, Development Services Director Rivas |
3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Member Kaiserman** and seconded by **Member Thomas**. Motion carried 4-0.
4. **ADOPTION OF THE MINUTES OF THE MEETING OF June 14, 2024.**

Adoption of the Minutes was moved by **Member Kaiserman** and seconded by **Member Windle**. Motion carried 4-0.
5. **ITEMS OF INTEREST TO THE PUBLIC:** None received. No members of the public were present.
6. **INFORMATIONAL ITEMS:**
 - a. **June/July Business License Report.** **Member Thomas** commented on the business license for Joy Martin Tattoo LLC showing the address of 921 Chili Alley. **Member Thomas** stated that he grew up in this house and Rotary Park was formally a reservoir. The Committee discussed the Green House Café and that it has changed ownership. **Member Anderson** asked if the city could give a "welcome letter" to new businesses and what the process is. Mr. Warren stated that the city provides new businesses with a city brochure providing basic information such as utilities, etc. **Member Anderson** wants to look at the process and fine tune the process - make it educational and encouraging. Refer them to the Chamber to have ribbon cutting event, etc., and include links in the letter. Mr. Warren reported that the city is working on a software program to provide more detailed information on the new business. Mr. Morris recommends that the Businesses Outreach Subcommittee discuss and make recommendations.

Member Anderson requested that he be appointed to the Business Outreach Subcommittee and place it on the next meeting agenda.

- b. **Retail Trends, June 20, 2024.** The Committee had some discussion on retail and commented their amazement of the record revenues made by Abercrombie & Fitch Co. **Member Kaiserman** commented that the EV survey indicated that 27% of EV owners would not purchase another EV due to the planning for trips and anxiety from trying to find charging stations. Hybrids are a better alternative.
 - c. **Sales Tax Report – 1Q 2024 (January-March).** Mr. Warren presented the Sales Tax Report, reporting that Cannabis tax is up from last quarter. **Member Thomas** stated that the Fuel-For-Less station on Main Street is a front for a “headshop.” **Member Anderson** commented on the new Mural located on the PG&E building next to Save Mart. **Member Anderson** recommended that the City invite State Senator Alvarado-Gil to a PEAC meeting. Mr. Morris reported that Senator Alvarado-Gil got \$1M for the public safety building. Mr. Warren reported on Measures H, J, and L.
7. **PRESENTATIONS: None.**
8. **DISCUSSION ITEMS:**
- a. Strategy 1.1 Business Outreach Visits – Patty Borelli, Tony Windle. **Member Windle** reported that nothing has been done, no report given. The Committee discussed the proposal of an attorney to move his office to the first floor. Mr. Rivas reported that the City had discussed looking at zoning code changes to restrict the first floor to retail uses only, not allow office uses.
 - b. Strategy 4.3 Potential Annexation Areas - Mickey Kaiserman Patty Borelli Debbie Miller. **Member Kaiserman** reported that he is speaking with Councilmember John Clerici who is driving the subcommittee effort.
 - c. Strategy 1.4 Broadband Infrastructure – David Thomas, Mickey Kaiserman. Mr. Morris reported that the City is waiting for notification of the grant awards – encouraging news. Proposal to run two conduits next to the sidewalk, however, there was an error in equipment specifications for non-traffic roads.
 - d. Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement. Adam Anderson, Patty Borelli, David Thomas. Mr. Morris recommended reviewing the sign ordinance further.
 - 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. Niemann’s to pressure wash the sidewalks and create a fund for regular quarterly cleaning. Need to designate “dog spots” and prepare a map of proposed spots. Such as by the Green Room, Old City Hall, Post Office, Annex Building, and the Ivy Parking

Lot; and designate as “pet relief” areas and advertise as areas to walk your dog. **Member Kaiserman** expressed concerns about cleaning these relief spots and asked if we can charge the building owner. Mr. Morris stated that may be possible to create a special district or create a fee. Mr. Morris reported that sidewalk cleaning is scheduled for August 20th and 1st for a cost of \$5,995. **Member Anderson** recommended getting sponsors to raise money and create a “dog walking day.” Mr. Warren recommended approaching Chewy. **Member Anderson** said he would contact Chewy. **Member Kaiserman** asked if we can have the dog owner contribute to the fund. Mr. Morris said he would get with Members Anderson and Windle and with Public Works on feasibility of a program and how to fund. **Member Anderson** reported that per Bill Roby, there are funds donated to the El Dorado Community Foundation to help pets.

- f. Business Closure Discussion – **Member Windle** stated that Jing Chen still owns the former Therapy Stores building (339 Main Street), that it has not sold. Mr. Rivas stated that he would call Ms. Chen and verify the status of the building. Mr. Morris recommended a “buy local” campaign. **Member Windle** stated that we need locals to come to Main Street, not just for tourists with expensive shops for tourists. And we need to change the narrative – there is available parking. Mr. Morris recommends a campaign to encourage residents to buy everything in Placerville for one quarter and see the changes in sales tax, etc. The public needs to be educated on the importance of buying locally. The city only gets 2% of 8.25% of the sales tax. More sales means the city can afford to maintain parks, police, etc. Recommends working through the Chamber and creating a 50:50 card. A \$50 gift card and the city contribute half. Mr. Morris reported that Modesto’s gift card program sold out immediately, using ARPA Funds. **Member Thomas** stated that Modesto is a boom town with new housing, businesses, etc., and a new pizza place. Mr. Morris recommends creating a subcommittee and working with the Chamber to create the program.
- g. Miner’s On Main Street – **Member Anderson** stated that we Main Street needs to be “cooler” – provide dog parks, etc., and would like to change the scans to video. Jody Franklin is working with Andrew Vonderschmitt and get money from the cannabis fund to replace the scans with YouTube videos. Mr. Morris reported that there is money for Main Street, money given to the Community Foundation for Main Street. Has met with the Chamber, Terry LeMoncheck, and the County Museum Director. Looking at placing kiosks on the bulb-outs.

9. 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 and master sign plan have been submitted and will be considered by the Planning Commission on August 20, 2024.
- c. Middletown and Mallard Affordable housing Projects: Mr. Rivas reported that these projects are moving forward.
- d. Clementine (Armory) Affordable Housing Project: Mr. Rivas reported that the project developer (Jamboree) is negotiating with the County on acquisition of the strip of land between the Armory/Project site and Ray Lawyer Drive.
- 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 – Astoria Residential Subdivision Map: Mr. Rivas reported on the status of the proposal.
- h. **Member Anderson** reported on the “aesthetics” on Main Street – and has spoken with Bill Robinson and Lisa Crummett about Banners on Main.
- i. The El Dorado Chamber of Commerce is having a book signing event at the Placerville News Company on October 19, 2024 (3-5:00 p.m.). The author, Julie Tully, will be signing her book: “Dispatches from the Cowgirl.”
- j. Main Street Art Walk to be held on August 15th.
- k. Main Street Sidewalk Sale to be held on August 24th.

10. ITEMS FOR THE NEXT AGENDA:

- 1. Appointment of Member Anderson to the Business Outreach Subcommittee.
- 2. Creation of a new subcommittee to work on the “Buy Local Campaign.”

11. NEXT MEETING: September 13, 2024

12. ADJOURNMENT: The Meeting was adjourned by **Vice Chair Anderson** at 1:57.