

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, September 13, 2024 - 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was called to order by **Chair Miler** at 12:02 p.m.
2. **ROLL CALL:**

Members Present:	Chair Miller, Borelli, Thomas, Windle
Members Absent:	Vice Chair Anderson, Kaiserman
Staff Present:	City Manager Morris, Senior Management Analyst Steve McCargar
3. **ADOPTION OF AGENDA.**

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

Adoption of the Minutes was carried over to the next meeting due to members being absent at that meeting and unable to vote.
5. **ITEMS OF INTEREST TO THE PUBLIC:** None received. No members of the public were present.
6. **INFORMATIONAL ITEMS:**
 - a. **August Business License Report.** It was recommended that members meet with Round Table Pizza.
 - b. **Retail Trends, June 20, 2024.** The Committee had some discussion on retail trends.
7. **PRESENTATIONS:** None.
8. **DISCUSSION ITEMS:**
 - a. Strategy 1.1 Business Outreach Visits – Patty Borelli, Tony Windle. **Member Windle** reported that he met provided questionnaires to two businesses and will provide the results when he gets them back. Chair Miller stated concerns with the number of secondhand stores going in and if those can be limited

- b. Strategy 4.3 Potential Annexation Areas - Mickey Kaiserman Patty Borelli Debbie Miller. No new report. Need to speak with Councilmember John Clerici who is driving the subcommittee effort.
 - c. Strategy 1.4 Broadband Infrastructure -David Thomas, Mickey Kaiserman. Senior Management Analyst Steve McCargar gave an update on the City's recent notification of proposed award for Broadband in the amount of \$20,198,943. The award will be approved by the CPUC on September 26, 2024.
 - d. Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement. Adam Anderson, Patty Borelli, David Thomas. No new report.
 - e. Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. Adam Anderson, Tony Windle. **Member Anderson** has done some work on this. Due to his absence a report will be provided at the next meeting.
 - f. Recommendation for "Buy Local Campaign". City Manager Morris provided a presentation and documents on a potential Buy Local Campaign. The Committee agreed that it was a good idea but maybe too late in the season. Still want to send out a newsletter in November. Members were asked to provide content for the newsletter
9. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS:** Due to the late hour no updates were given for the following projects.
- a. Hotel Projects Update
 - Mackinaw Hotel
 - Forni Road
 - b. Hotel Apple Farm Place Shopping Center:
 - c. Middletown and Mallard Affordable housing Projects:
 - d. Clementine (Armory) Affordable Housing Project:
 - e. Oborn Tentative Subdivision Map:
 - f. D.R. Horton Homes Subdivision-
 - g. New Faze Development - Astoria Residential Subdivision Map:
 - h. The Pines at Apple Hill Apartments
10. **ITEMS FOR THE NEXT AGENDA:**
- 1. Proposed Newsletter.
 - 2. Chamber Study Mission Report - Patty Borelli
11. **NEXT MEETING:** October 11, 2024
12. **ADJOURNMENT:** The Meeting was adjourned by **Chair Miller** at 1:35.