



## MINUTES

**CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, October 11, 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:**

**Members Present:** Vice Chair Anderson, Borelli, Kaiserman, Windle  
**Members Absent:** Chair Miller, Thomas  
**Staff Present:** Development Services Director Rivas

3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Member Kaiserman** and seconded by **Member Borelli**. Motion carried 4-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF August 9, 2024, and September 13, 2024.**

Adoption of the August 9, 2024, Minutes was moved by **Member Borelli** and seconded by **Member Kaiserman**. Motion carried 4-0.

Adoption of the September 13, 2024, was moved by **Member Borelli** and seconded by **Member Windle**. **Member Kaiserman** abstained. Motion carried 3-0-1.

5. **ITEMS OF INTEREST TO THE PUBLIC:** No public comment was received.

6. **INFORMATIONAL ITEMS:**

a. **September Business License Report.** The Committee inquired about the new business shown at 924 Cottage Street as a "day spa." The Committee also asked if "Cousins Main Lobster" advertised for the Green Room was a food truck. Staff will investigate. Vice Chair Anderson stated the need to provide new business with a "welcome to Placerville" packet to show support for new businesses.

b. **Retail Trends.** The Committee discussed the closing of Big Lots retail store and other businesses in town. The Committee also discussed the impact of illegal cannabis

grows and the impact on the legitimate industry. **Member Kaiserman** spoke about his recent visit to New York City and its problem with illegal retail of cannabis products.

7. **PRESENTATIONS:** **Member Borelli** presented the 2024 Folsom/El Dorado Economic Development Tourism Study Mission to Columbus & Hocking Hills, Ohio. A hard copy of the Study Mission PowerPoint presentation was provided to the Committee Members. **Member Borelli** emphasized the need for public/private partnerships. **Member Borelli** expressed disappointment with building owners along Hangtown Creek who are not willing to participate in Creekside beautification projects along the creek adjacent to Highway 50.

**Member Anderson** spoke about the "Mice on Main" scavenger hunt project in Greenville, South Carolina, where nine bronze mice are placed along Main Street featuring clues to hunt for each mouse. This became the "Miners on Main" project in Placerville.

**Member Anderson** wants to work with the Hangtown Kennel Club to develop mini dog parks, forming a 501c3 to raise money and collect donations to fund the project and to manage the dog parks and keep Main Street sidewalks clean. **Member Borelli** would like to see a full-size dog park near Lumsden Park.

8. **DISCUSSION ITEMS:**

a. Strategy 1.1 Business Outreach Visits:

- i. **Patty Borelli, Tony Windle.** **Member Windle** reported that he reached out to Creekside Gallery and met with owner Alan Ming and is planning on touring with Vamps & Ghosts. **Member Anderson** reported that Kathy runs the Odd Fellows building and that the organization is selling their building in Latrobe. Odd Fellows is planning on splitting the first floor into two retail suites. **Member Anderson** would like to see the windows frosted or painted something festive. **Member Windle** spoke with Jeng Chen, owner of 339 Main Street building (former Therapy Store) and asked permission to paint the windows.
- ii. Consider appointment of Adam Anderson to Committee: The appointment of **Member Adam Anderson** to the Business Outreach Committee was moved by **Member Kaiserman** and seconded by **Member Borelli**. **Motion carried 4-0.**

- b. Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller. **Member Kaiserman** reported that the Committee is waiting on Councilmember Clerici to move forward, and that John Conforti has been the driver of the annexation effort. **Member Anderson** reported that he spoke with North Machine Shop and the owners stated that they are not interested in being annexed into the City. Do not see a benefit.



- c. Strategy 1.4 Broadband Infrastructure – David Thomas, Mickey Kaiserman: **Member Kaiserman** reported that the City was awarded \$20M in funding.
- d. Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement- Adam Anderson, Patty Borelli, David Thomas. **Member Anderson** stated that he is interested in revisiting the sign ordinance.
- 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 the dog parklet project was previously discussed under Item 7.
- f. Recommendations for “Buy Local Campaign”:

-Draft Newsletter: The Committee supports the “City Gold” newsletter, and that the newsletter come out quarterly and have PEAC sponsor. City Gold is a good means to communicate with the public. The newsletter can highlight ribbon cutting ceremonies and new businesses. Recommend placement in the utility bills. **Member Borelli** stated that the newsletter may not reach the residents on rental properties.

-Chamber Small Business Campaign: The Chamber is a National Chamber member allowing us to participate for \$97. The Committee is supportive of the buy local program.

It was moved by **Member Kaiserman** to approve the Small Business Buy Local Marketing Campaign program prior to the holidays and seconded by **Member Borelli**. Motion carried 4-0.

## 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 site plan review was extended by the Planning Commission on May 28, 2024, extending the entitlement for 12 months to May 28, 2025.)
  - Forni Road Hotels (Cimorelli and Marriott): Mr. Rivas reported that owners of both the Cimorelli Hotel and the Marriott Hotel have contacted staff. The proponents of the Marriott Hotel, Boulevard Construction, are attempting to submit formal applications to entitle the project.
- b. Apple Farm Place Shopping Center: Mr. Rivas reported that the Apple Farm Place continues to move forward with improvements and leasing new tenants. Harbor Freight, Barebones, and Beach Hut Deli are open for business.
- c. Middletown and Mallard Affordable Housing Projects: Mr. Rivas reported that these projects are moving forward.

- d. Clementine Affordable Housing Project: Mr. Rivas reported that the project developer (Jamboree) was negotiating with the County on acquisition of the strip of land between the Armory/Project site and Ray Lawyer Drive and that the County is no longer considering gifting the property to support the project.
  - e. Oborn Tentative Subdivision Map: Mr. Rivas reported that staff has not had any communication with the developer.
  - f. D.R. Horton Homes Subdivision – Mr. Rivas reported that staff has had several meetings with the developer regarding a revision to The Ridge at Orchard Hills Planned Development to change the 84-unit townhome phase of the PD to approximately 70+ single-family moderate-income homes.
  - g. New Faze Development – Astonia Residential Subdivision Map: Mr. Rivas reported that staff has not had any recent communication with the developer.
10. **ITEMS FOR NEXT AGENDA:** None.
11. **NEXT MEETING:** November 8, 2024
12. **Adjournment:** The Meeting was adjourned by **Vice Chair Anderson** at 1:55.