



MINUTES

**CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, November 8, 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, Thomas, Windle
Members Absent: Chair Miller, Kaiserman
Staff Present: City Manager Morris
3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by Member Borelli and seconded by Member Thomas. Motion carried 4-0.
4. **ADOPTION OF THE MINUTES OF THE MEETING OF October 11, 2024.**

Adoption of the October 11, 2024, Minutes was moved by Member Borelli and seconded by Member Windle. Motion carried 4-0.
5. **ITEMS OF INTEREST TO THE PUBLIC:** No public comment was received.
6. **INFORMATIONAL ITEMS:**
 - a. **September Business License Report.** The Committee reviewed the report. No questions at this time.
 - b. **Retail Trends.** The Committee discussed the Report.
7. **PRESENTATIONS:** None
8. **DISCUSSION ITEMS:**
 - a. Strategy 1.1 Business Outreach Visits:
 - i. Patty Borelli, Tony Windle. Member Windle reported that he had turned in the report for Creekside Gallery and met with owner Alan Ming. Staff did not get the

report on this agenda and will provide it at the next meeting. **Member Anderson** asked that staff send the BOV Questionnaire to him.

- b. Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller. **No Update**
- c. Strategy 1.4 Broadband Infrastructure – David Thomas, Mickey Kaiserman: City Manager Morris reported on progress on implementing the \$20 million Grant. The Committee discussed the option of assessing all homes and making a minimum level of service available to all homes for \$10-\$12 a month. The committee stated it would be worth considering. Staff will continue to investigate this option.
- d. Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement- Adam Anderson, Patty Borelli, David Thomas. **No Update.**
- e. Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. – Adam Anderson, Tony Windle. **Member Anderson** reviewed his progress on a dog parklet project. He is working with staff on this. He is also interested in an expansion of the Miners on Main Project to create videos.
- f. Recommendations for “Buy Local Campaign”:

- Draft Newsletter: Staff provided the final copy of the Newsletter that went out in the November Utility Bill.

- Chamber Small Business Campaign: City Manager Morris provided an example of the Social Media posts that are going out. The Committee was supportive of the posts and will link them on their sites. It was recommended that the 3 \$50 Logo be added to the posts that go out. Staff will add the logo to the posts. Staff was also asked to forward the promotion materials to the committee.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update:
 - Mackinaw Hotel: No Update
 - Forni Road Hotels: City Manager Morris reported that owners of the Marriott Hotel submitted plans and are working on completing their application.
- b. Apple Farm Place Shopping Center: No Update.
- c. Middletown and Mallard Affordable Housing Projects: Mr. Morris reported that both projects are under construction.
- d. Clementine Affordable Housing Project: Mr. Morris reported that the County withdrew their offer to transfer the strip of land between the Armory/Project site and Ray Lawyer Drive and that this may put the project in jeopardy.
- e. Oborn Tentative Subdivision Map: No Update.



- f. D.R. Horton Homes Subdivision – No Update.
- g. New Faze Development – No Update.

- 10. **ITEMS FOR NEXT AGENDA:** None.
- 11. **NEXT MEETING:** December 13, 2024
- 12. **Adjournment:** The Meeting was adjourned by **Vice Chair Anderson** at 1:03.

