



MINUTES
City of Placerville
Placerville Economic Advisory Committee
Friday, December 13, 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 , Thomas arrived at 12:05 PM, Windle
Members Absent: Chair Miller,
Staff Present: City Manager Morris, Assistant to City Manager Doig
3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Member Kaiserman** and seconded by **Member Borelli**. Motion carried 5-0.
4. **ADOPTION OF THE MINUTES OF THE MEETING OF November 8, 2024.**

Adoption of the November 8, 2024, Minutes was moved by **Member Borelli** and seconded by **Member Kaiserman**. Motion carried 5-0.
5. **ITEMS OF INTEREST TO THE PUBLIC:** None received.
6. **INFORMATIONAL ITEMS:**
 - a. **October Business License Report.** Discussions are ongoing with the Fire District to be able to inspect new business at the Business Licensing stage.
 - b. **Retail Trends.** The committee had some discussions on retail trends.
7. **PRESENTATIONS:** None.
8. **DISCUSSION ITEMS:**
 - a. **Strategy 1.1 Business Outreach Visits** – Adam Anderson, Patty Borelli, Tony Windle. Member Windle reported on Creekside and Love to Death. Member Anderson reported on Blush and Round Table location prospects.

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- b. Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller – On hold.
- c. Strategy 1.4 Broadband Infrastructure – David Thomas, Mickey Kaiserman. Member Thomas provided a status update of the grant, advised ISP interviews are needed. City Manager Morris advised construction start date is planned for Jan 1, 2025.
- d. Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement - Adam Anderson, Patty Borelli, David Thomas. Building sign issues discussed. Member Thomas proposed K Hunter with Development Services meet with committee members to drive around town to assess signs are to code. Member Borelli proposed establishing districts to establish different zones for sign codes to apply. Public comment from K Lishman regarding concern for “A-sign” board usage.
- e. Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. Adam Anderson, Tony Windle. Presentation by Adam Anderson on proposed Dog Friendly Improvements, costs, and locations. Public comment from K Lishman against the proposal.
- f. Recommendations for “Buy Local Campaign” – Mr. Morris, Member Anderson. Mr. Morris advised this will expire Dec 31, 2024. There was a discussion to have City Gold Newsletter put in the City Utility bills 3 times a year and whether it should be PEAC or a City newsletter. Next issue is planned to go out in the March utility bill. Member Borelli had a concern about how apartment residents would be able to receive the newsletter.
- g. Discussion of Downtown Business Environment. Addressed in above items.
- h. The day of the meeting to change from Friday to Thursday was proposed by Mr. Morris. Members unanimously agreed.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update
 - Mackinaw Hotel (Smith Flat Road): Staff met with the developer. Developer is hopeful to start construction in 2025.
 - Forni Road Hotels: Mr. Morris reported that Marriott is still working on their application.
- b. Apple Farm Place Shopping Center: No new information

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- c. Middletown and Mallard Affordable Housing Projects: Mr. Morris reported that these projects continue under construction.
 - d. Clementine Affordable Housing Project: No update.
 - e. Oborn Tentative Subdivision Map: No update
 - f. D.R. Horton Homes Subdivision – The Ridge at Orchard Hills Planned Development: No update.
 - g. New Faze Development – Astoria Residential Subdivision Map – Mr. Morris reported that staff has not had any recent communication with the developer.
10. **ITEMS FOR NEXT AGENDA** – Content for the newsletter to be provided by Mr. Morris for March utility billing insert.
11. **NEXT MEETING:** January 9, 2025
12. **Adjournment:** The meeting was adjourned by Vice Chair Anderson at 1:45.

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