

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, May 10, 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 12:02 p.m.
2. **ROLL CALL:**

Members Present:	Vice Chair Anderson, Borelli, Kaiserman, Thomas
Members Absent:	Chair Miller, Godwin, Windle
Staff Present:	City Manager Morris, Development Services Director Rivas
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 April 12, 2024.**

Adoption of the Minutes was moved by **Member Borelli** and seconded by **Member Kaiserman**. Motion carried 4-0.
5. **ITEMS OF INTEREST TO THE PUBLIC:** None received.
6. **INFORMATIONAL ITEMS:**
 - a. **April Business License Report.** The Committee discussed ghost tours and food truck requirements.
 - b. **Retail Trends (no date).** The Committee discussed the issue regarding the increase in crime and shoplifting that has caused businesses to close down such as an In-N-Out Burger located in Oakland and retailers in San Francisco. **Member Thomas** reported that he has increased his prices at Pizza Factory by 8% due to the wage increase to \$20 per hour. Mr. Morris reported that the City may have issues paying \$17 to \$18 per hour for part-time recreation summer jobs. **Member Kaiserman** reported that Yolo County implemented a fast-track prosecution program for theft.
 - c. **"Hitting Where It Hurts," article by Maybeth Bizjak, Edible Sacramento, Spring 2014.** Vice Chair Anderson reported that he spoke with Nancy from the Bookery who reported that payroll taxes, insurance, etc., are all going up.

Public comment was heard from Kathi Lishman who asked if Main Street Melters is permitted to advertise "Boar's Head" on their umbrellas. Staff responded that advertising on umbrellas is not permitted.

7. **PRESENTATIONS: None.**

8. **DISCUSSION ITEMS:**

- a. Strategy 1.1 Business Outreach Visits – Patty Borelli, Paul Godwin, Tony Windle. **Member Borelli** reported that her building (Venture Village at 2864 Ray Lawyer Drive) has several vacant suites – no demand. Cedar & Twine will be moving to Cameron Park and Grateful Threads will occupy the entire space (243 Placerville Drive). The new owner of the Masonic Temple building (471 Pierroz Road) is proposing an entertainment venue with retail on the first floor.
- b. Strategy 4.3 Potential Annexation Areas - Mickey Kaiserman Patty Borelli Debbie Miller. **Member Kaiserman** reported that he is speaking with Councilmember John Clerici about going to the Smit Flat area and preparing a comparison of City versus County fees/costs.
- c. Strategy 1.4 Broadband Infrastructure – David Thomas, Mickey Kaiserman, Paul Godwin. Mr. Morris reported that engineering studies are being done for "low level" design. Work to be completed by June. Still waiting for the \$17M grant determination of award by the state. Conduit was placed underground on Broadway – high level design placing city in a good position for the grant request. **Member Anderson** reported that Provo, Utah has failed and sold their broadband system back to a commercial carrier.
- d. Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement. Mr. Morris reported that the Council gave direction to staff to allow A-board signs within city sidewalk right-of-way and to come back with regulations. Member Borelli commented that A-board signs need to be strictly regulated. Public comment was heard from Kathi Lishman who stated that the public needs to be involved. Member Borelli stated that she has concerns with addressing – not being visible.
- e. Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. - Adam Anderson, Paul Godwin, Tony Windle. **Member Anderson** stated that there is nothing to report. Mr. Morris stated that he would like to meet with the Subcommittee to review goals.
- f. Review presentations from April 12, 2024. Meeting and make recommendations to the City Council if any.
 - i. The Retail Coach
 - ii. HdL Companies

- iii. Placer ai
- iv. Local Economic Development

Following Committee discussion, it was the consensus of the Committee that The Retail Coach had the superior proposal. **Member Anderson** stated that the city would need \$8M in retail sales to recoup the \$45K cost, and the loss of Rite Aid is a loss of \$20K in sales tax. Mr. Morris agrees that The Retail Coach was the best of the three proposals, but doesn't recommend at this time due to budget constraints.

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 will require approval by the Planning Commission.
- c. Middletown and Mallard Affordable housing Projects: Mr. Rivas reported that these projects are moving forward.
- d. Clementine (Armory) Affordable Housing Project: Mr. Morris reported that the project developer (Jamboree) is negotiating with the County
- e. Oborn Tentative Subdivision Map: Mr. Morris reported on the status of the proposal.
- f. D.R. Horton Homes Subdivision-The Ridge at Orchard Hill Planning Development: Mr. Morris reported on the status of the proposal.
- g. New Faze Development – Astonia Residential Subdivision Map: Mr. Morris reported on the status of the proposal.

9. ITEMS FOR THE NEXT AGENDA: None.

10. NEXT MEETING: June 14, 2024

11. ADJOURNMENT: The Meeting was adjourned by **Vice Chair Anderson** at 1:29