



*Placerville is the Place for Economic Vitality
and a Vibrant Lifestyle
that Respects its Historic Identity*



Minutes City of Placerville Placerville Economic Advisory Committee

**Thursday, January 9, 2025 - 12:00 P.M.
Town Hall, 549 Main Street, Placerville, California**

1. **CALL TO ORDER:** The meeting was called to order by Chair Miller at 12:00 pm

2. **ROLL CALL:**

Members Present: Chair Miller, Vice Chair Anderson, Borelli, Kaiserman,
and Thomas

Members Absent: Windle,

Staff Present: City Manager Morris, Assistant to City Manager Doig

3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Member Borelli** and seconded by **Member Kaiserman**. Motion carried 5-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF December 13, 2024**

Adoption of the December 13, 2024, Minutes was moved by **Member Borelli** and seconded by **Member Thomas**. Motion carried 5-0.

5. **ITEMS OF INTEREST TO THE PUBLIC:** None received.

6. **INFORMATIONAL ITEMS:**

a. **December Business License Report.** Member Borelli had an inquiry on the status of the Round Table location. Mr. Anderson advised the location is not leased.

b. **Retail Trends.** There were no retail trends received for December.

7. **PRESENTATIONS:** None.

8. **DISCUSSION ITEMS:**

a. **Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson - Report by Committee.** Mr. Morris advised the Creekside Gallery Report included homeless considerations. Miller thought vacant store front consideration was a good idea for window decorations. Mr. Thomas advised a business looked into bringing the

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January 9, 2025
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old Army Surplus Store (467 Main St) to code and claimed it would be too expensive, as they had considered expanding their location. Mr. Anderson met with Blush (new business) who voiced concerns about property taxes, parking, and felt obtaining the business license was a little difficult.

- b. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller – Report by Committee.** Mr. Kaiserman advised the annexation of Smith Flat should be tabled to March. Mr. Morris advised the new Director of Development Services will also need to be involved once hired.
 - c. **Strategy 1.4 Broadband Infrastructure – David Thomas, Mickey Kaiserman, – Report by Committee/City Manager.** Mr. McCargar did a presentation with 2 options for financing. Ms. Miller recommended the presentation be made available on the City's website for public access to make more residents aware. The committee supported the Voluntary option to proceed. Mr. Warren advised that option is more risky for the City. K Lishman recommended prioritizing how this benefits each resident to get buy-in from the community.
 - d. **Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement. Report by Committee.** Adam Anderson, Patty Borelli, David Thomas. Tabled for next month's meeting.
 - e. **Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc.** Adam Anderson, Tony Windle. Mr. Anderson advised the purpose of his dog relief area survey is for cleaner sidewalks. The committee asked that the survey be sent to them to review and add to the next agenda for comments:
 - f. **Recommendations for "Buy Local Campaign". Mr. Morris/Member Anderson.** Mr. Morris discussed the Chamber's program and cost. Members were in support to start it.
 - g. **Discussion of Commercial Districts.** Tabled for February meeting.
9. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**
- a. Hotel Projects Update
 - Mackinaw Hotel. Staff had good conversations with the developer who hopes to begin construction this year.
 - Forni Road Hotel. In progress.
 - b. Apple Farm Place Shopping Center – Nothing new to report.
 - c. Middletown and Mallard Affordable Housing Projects – Under construction.
 - d. Clementine Affordable Housing Project – On hold.
 - e. D.R. Horton Homes Subdivision – The Ridge at Orchard Hills Planned Development
 - Nothing new to report.

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10. **ITEMS FOR NEXT AGENDA:** Ms. Miller requested cost and process of fire inspections by CalFire to sell mobile homes be on February's agenda. Mr. Morris and Mr. Kaiserman were appointed to look into costs. K Lishman requested empty commercial locations be added. Staff will provide a draft of the March newsletter.
11. **Adjournment** The meeting was adjourned by Chair Miller at 1:33.
12. **NEXT MEETING:** February 13, 2025

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