

**Minutes**  
**City of Placerville**  
**Placerville Economic Advisory Committee**

**Thursday, April 10, 2025 - 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 pm
2. **ROLL CALL:**  
  
    **Members Present:** Vice Chair Anderson, Borelli, Lishman, and Windle.  
                                    New member Lishman welcomed.  
    **Members Absent:** Chair Miller, Kaiserman  
    **Staff Present:** City Manager Morris, Assistant to City Manager Doig
3. **RECOGNITION OF DAVID THOMAS.** Vice Chair Anderson presented Mr. Thomas with a certificate of appreciation for his service on PEAC.
4. **ADOPTION OF AGENDA.**  
  
    Adoption of the Agenda was moved by **Member Borelli** and seconded by **Member Windle**. Motion carried 4-0.
5. **ADOPTION OF THE MINUTES OF THE MEETING OF February 13, 2025**  
  
    Adoption of February 13, 2025, Minutes was moved by **Member Borelli** and seconded by **Vice Chair Anderson**. Motion carried 4-0.
6. **ITEMS OF INTEREST TO THE PUBLIC:** None received.
7. **INFORMATIONAL ITEMS:**
  - a. **February and March Business License Report.** Member Borelli noticed two listings that need addresses corrected, and asked what authority or fines the City could levy for businesses operating without a license and Mr. Morris answered. Member of Merchants On Main, Ruth Michelson, inquired about the status of an elevator for the Prospector building and Mr. Morris advised.

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- b. **Retail Trends.** Member Windle stated that tariffs on his products from China will double his costs. Member Borelli had a question regarding California's AB 2854 compliance deadline and Mr. Morris advised it only applies to sales tax.
8. **PRESENTATIONS: None.**
9. **DISCUSSION ITEMS:**
- a. **Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson – Report by Committee.** Member Windle met with Kick It. Member Anderson plans to visit 420 Spa.
- b. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller – Report by Committee.** On Hold. Borelli feels we are missing an opportunity not having an RV Park. Morris advised financing is hindering this.
- c. **Strategy 1.4 Broadband Infrastructure – Mickey Kaiserman, – Report by Committee/City Manager.** Morris reported that the City Council approved the work order at their recent meeting with hopes to begin construction in May. A new broadband website will address the benefits of the project to 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, Kathi Lishman.** Member Lishman will replace member Thomas for this committee, will combine with "Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc." There was a request to bring back the sign ordinance to be reviewed by this subcommittee; Assistant to the City Manager Doig to email the current sign code to the committee. Discussed districts wanting to get implemented and unique walking vs driving factors for each.
- e. **Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. Adam Anderson, Tony Windle.** See above. Anderson inquired about existing code to place trees into existing pots. Lishman asked about landscaping planned for the Placerville Drive project.
- f. **Draft Newsletter.** Members advised of changes recommended for the May newsletter.
- g. **Discussion regarding Vacant Commercial Buildings and potential action.** Members are interested in the Nevada City ordinance. Members Anderson, Borelli and Lishman to review the sample code provided.
- h. **Update on proposed Dog relief stations.** Morris recommended starting with bag dispensers and signage as the pilot and monitor. Borelli asked if a fine can be assessed

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for those not picking up after their pets. Morris advised it could and would need to be added to the signage.

**10. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**

**a. Hotel Projects Update**

- **Mackinaw Hotel.** Permit extension filed.
- **Forni Road Hotel.** Trying to move forward.
- **Gold Country Inn.** The remodel is completed and should be open in approximately 2 months.

**b. New Grocery Outlet – County Fair Shopping Center.** Moving forward.

**c. O’Riley Auto Parts – County Fair Shopping Center.** Have permits, doing Tenant Improvements.

**d. Middletown and Mallard Affordable Housing Projects – Both moving forward.**

**e. Clementine Affordable Housing Project – Likely not going to proceed.**

**f. Desi Pizza Bites – Roundtable Site – Waiting for beer and wine license.**

**g. D.R. Horton Homes Subdivision – The Ridge at Orchard Hills Planned Development – Still in review**

**11. ITEMS FOR NEXT AGENDA:** Vacant buildings ordinance and sign code reviews by committee. Merchants on Main requested to work together on the Shop Local efforts.

**12. Adjournment** The meeting was adjourned by Vice Chair Anderson at 1:40.

**13. NEXT MEETING: May 8, 2025**

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