

Minutes City of Placerville Placerville Economic Advisory Committee

**Thursday, June 12, 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, Borelli, Lishman, Kaiserman, and Windle.
Members Absent: Vice Chair Anderson
Staff Present: City Manager Morris, Assistant to City Manager Doig,
Director of Development Services Kendrick

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 May 8, 2025**

Adoption of May 8, 2025, Minutes were moved by **Member Windle** and seconded by **Member Lishman**. Member Borelli abstained. Motion carried 4-0-1.

5. **ITEMS OF INTEREST TO THE PUBLIC:**

City Manager Morris introduced Director of Development Services Kendrick. Merchants on Main submitted comments via email and Mr. Morris advised he would respond to each item.

6. **INFORMATIONAL ITEMS:**

a. **April Business License Report.** It was noted that these are May's reports.

Materials related to this Agenda submitted to the Committee either with or after distribution of the agenda packet are available for public review without delay in the Administration Department at City Hall, 3101 Center Street, 4th floor, during normal business hours. Agendas are also made available online at <https://www.cityofplacerville.org/peac-agendas>. If you wish to receive this Agenda via email or mail, please send contact information to placerville.adm@gmail.com or call (530) 642-5200.

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- b. **April Retail Trends.** Windle was surprised that trends went up, and reported Rite Aid will close this month. Borelli stated that Sociology, the coffee shop, is now open today.

7. **PRESENTATIONS:**

a. **Economic Generator & Germination – Lauren Hernandez and Lexi Boeger**

Ms. Hernandez and Ms. Boeger gave their presentation, which was very positively received.

8. **DISCUSSION ITEMS: Review current Focus Strategies and Committee Appointments and make changes if necessary.**

- a. **Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson – Report by Committee - Kick IT.** Windle visited Loved To Death and other Main Street businesses.
- b. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller – Report by Committee.** Mr. Morris reported the City has the right to annex and this is under review again. Ms. Lishman advised Mr. Hirst had plans for this area in the past and wanted to know if we had a copy.
- c. **Strategy 1.4 Broadband Infrastructure – Mickey Kaiserman, – Report by Committee/City Manager.** Mr. Morris advised that breaking ground has been delayed and hopes to begin in a month.
- d. **Strategy 3.3 and 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement. Aesthetic Improvements to Commercial Districts. Report by Committee. Adam Anderson, Patty Borelli, Kathi Lishman.** Borelli stated the old Office Depo shopping center has trash issues and they've stopped watering the landscape which now has died out and has weeds.
- e. **Recommendations for "Buy Local Campaign". Mr. Morris Draft Newsletter.** Members discussed content and issues, suggested adding a crossword, drawing or passport ideas for resident interaction.
- f. **Discussion regarding Vacant Commercial Buildings and potential action.** Mr. Morris advised he would work with Ms. Kendrick on the relevant code.

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

a. **Hotel Projects Update**

- **Mackinaw Hotel.** Extension of time filed. Plans are in Engineering review.
- **Forni Road Hotel** - Application ready to submit, they want to defer the fee. In discussion with Planning.

b. **New Grocery Outlet – County Fair Shopping Center.** Will have a slight name change.

c. **O’Riley Auto Parts – County Fair Shopping Center.** Now open.

d. **Middletown and Mallard Affordable Housing Projects.** Both are under construction. Mallard should be completed in December. Middletown should be completed mid-summer or early fall.

e. **Clementine Affordable Housing Project.** On hold

f. **Desi Pizza Bites – Roundtable Site.** Unsure what the delay in opening is.

g. **D.R. Horton Homes Subdivision – The Ridge at Orchard Hills Planned Development.** Have a submission for June 13th at 2 pm, proposing single-family homes.

h. **Rite Aid Store Closure.** This month.

10. **ITEMS FOR NEXT AGENDA:** Merchants On Main presentation.

11. **Adjournment** The meeting was adjourned by Chair Miller at 1:27 pm.

12. **NEXT MEETING:** July 10, 2025

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