

Minutes
City of Placerville
Placerville Economic Advisory Committee

Thursday, August 14, 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, Lishman,
Kaiserman, Windle.

Members Absent: None

Staff Present: City Manager Morris, Assistant to the City Manager Doig,
Director of Development Services Kendrick

3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by **Chair Miller** and seconded by **Member Borelli**.
Motion carried 6-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF June 12, 2025**

Adoption of the June 12, 2025 Minutes was moved, to include a name spelling
correction, by **Chair Miller** and seconded by **Member Lishman**. **Member**
Anderson abstained. Motion carried 5-0-1.

5. **ITEMS OF INTEREST TO THE PUBLIC:** (The Committee shall not take action on this
item.) **Comments may be limited to 3 minutes.**

None received.

6. **INFORMATIONAL ITEMS:**

- a. **June and July Business License Report.** It was reported that Iron Wok changed
owners. Member Anderson advised that Flourless Bakery wants to get a
location on Main Street, and Member Borelli stated that Cosmic is as well.
Member Windle stated the owner of Knotty Pines Lanes purchased the
Enchanted Forest building.

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- b. **July Retail Trends.** Member Windle reported that vendors are splitting increased tariff costs with toy stores.

7. PRESENTATIONS:

Alan Ming gave his presentation on behalf of Merchants On Main which highlighted their goals and events for the remainder of 2025, through 2026, to include Main Street improvements and marketing and community outreach efforts.

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.**

Chair Miller recommended this group work with Merchants On Main to assist with the previously outlined goals.

- b. **Strategy 4.3 Potential Annexation Areas - Mickey Kaiserman, Patty Borelli, Debbie Miller.**

Ms. Kendrick reported that a map is being created and an analysis for residents going from County to City jurisdiction.

- c. **Strategy 1.4 Broadband Infrastructure - Mickey Kaiserman, - Report by Committee/City Manager.**

They are hoping for groundbreaking next week. Mr. Morris advised how phases are planned and the coordination of projects.

- 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**

Member Lishman asked to separate these items. Member Anderson moved the adoption. The motion was seconded by Member Lishman. The motion passed 6-0.

- e. **Recommendations for "Buy Local Campaign". Mr. Morris Draft Newsletter**

It was suggested to feature one business district per newsletter going forward and provide a fiber status update in the September issue. It was recommended to have all events planned through the end of the year listed. It was suggested to include an article about bear-proof garbage cans and who to call for a bear problem. Mr. Morris recommended including the new City Manager announcement.

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Dog Relief Stations Discussion: Merchants On Main stated they are willing to design the stations. Member Lishman will invite someone from the kennel club to attend a meeting for their input.

f. Discussion regarding Vacant Commercial Buildings and potential action.

Tabled to Sept 11th meeting.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update
 - Mackinaw Hotel. Plans are in Engineering for review.
 - Forni Road Hotel - Application Ready to submit.
- b. New Grocery Outlet – County Fair Shopping Center
- c. O’Riley Auto Parts – County Fair Shopping Center
- d. Middletown and Mallard Affordable Housing Projects. Middletown road construction has traffic down to one lane.
- e. Clementine Affordable Housing Project
- f. Desi Pizza Bites – Roundtable Site. Has a new name.
- g. The Ridge at Orchard Hills Planned Development

10. ITEMS FOR NEXT AGENDA: None submitted.

11. Adjournment The meeting was adjourned by Chair Miller at 1:35 pm.

12. NEXT MEETING: September 11, 2025

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