



*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, October 9, 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, Windle.

**Members Absent:** Chair Miller, Kaiserman.

**Staff Present:** City Manager Warren, Director of Development Services Kendrick, Building Official Horsfall, Assistant to the City Manager Doig.

3. **ADOPTION OF AGENDA.**

Member Lishman made the motion to move item 8. e. i. to proceed item 6 and was seconded by Member Borelli. **Motion carried 4-0.**

4. **ADOPTION OF THE MINUTES OF THE MEETING OF September 11, 2025**

Adoption of September 11, 2025 Minutes was moved by member Windle and seconded by member Lishman. **Motion carried 3-0-1.**

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

Mr. Ming gave a report on the results of Oktoberfest, advised MOM is hoping to add a new event next year called Dinner at the Tower, and there will be no Third Saturdays for December, January and February.

8. **DISCUSSION ITEMS:**

- i. **Review recommendations and restocking for Dog Relief Stations.** Joni Grace and two other representatives from Hangtown Kennel Club gave recommendations for placement of the bag stations, restocking and ideas for signage. They also advised Shell has put in a dog station. Mr. Ming with MOM provided printouts for signage and bag dispenser options. Vice Chair Anderson requested a sub-committee be formed to

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October 9, 2025  
Approved 



include himself, Lishman and Mr. Ming to review and provide recommendations at next month's meeting.

## 6. INFORMATIONAL ITEMS:

- a. **September Business License Report.** Member Windle provided an update for the Enchanted Forest and Pasty Shop.
- b. **Economic Development Recovery and Resiliency Playbook.** Ms. Kendrick provided a summary.

## 7. PRESENTATIONS:

None

## 8. DISCUSSION ITEMS: Review current Focus Strategies

- a. **Strategy 1.1 Business Outreach Visits:** Patty Borelli, Tony Windle, Adam Anderson – Report by Committee

Member Anderson visited Peak Sports Card & Memorabilia and tried to set an appointment with Ken at The Prospector but was not able to connect. He also plans to visit businesses off Main next month. Member Borelli felt we should also focus on why businesses are leaving.

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

Mr. Horsfall provided a demonstration of the GIS map he created for this purpose. Ms. Kendrick highlighted some county versus City issues that the area will see impacted and advised we need to develop a Commercial Agriculture Zone. Mr. Warren advised of the cost and tax implications.

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

Segment One, Placerville Drive completed. Next segment is waiting on engineering plans to proceed. Member Borelli confirmed all businesses were notified prior to start of construction.

- 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**

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Nothing to report.

- e. **Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc.** Adam Anderson, Tony Windle, Kathi Lishman

Vice-Chair Anderson suggested A-board signs be removed from the prohibited signs section. Ms. Kendrick advised this is currently under review to bring to City Council, and she will provide the results to this Committee.

- f. **Recommendations for "Buy Local Campaign". Mr. Warren**

Draft Newsletter. "Dog Relief Stations" is to be removed from the title and language in the article.

- g. **Discussion regarding Vacant Commercial Buildings and potential action.**

Ms. Kendrick will make a request to City Council at the end of the month

- h. **Discussion regarding potential Incentive Programs.**

Ms. Kendrick requested the members to suggest programs to bring in new business. Vice Chair Anderson recommended creating a video for the new business process.

## 9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. **Hotel Projects Update**  
Mackinaw Hotel- Landscaping approved.  
Forni Road Hotel - Application Ready to submit.
  - b. **New Grocery Outlet - County Fair Shopping Center.** Ribbon Cutting Oct 16<sup>th</sup>.
  - c. **Middletown and Mallard Affordable Housing Projects.** Permits issued, foundations started.
  - d. **Desi Pizza Bites - Roundtable Site.** Very successful grand opening.
  - e. **The Ridge at Orchard Hills Planned Development.** Incomplete application.
10. **ITEMS FOR NEXT AGENDA:** Dog Relief Sub Committee report. Incentive Program ideas from committee members.
11. **ADJOURNMENT:** The meeting was adjourned at 2:10 pm by Vice Chair Anderson.
12. **NEXT MEETING:** November 13, 2025

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