

Minutes City of Placerville Placerville Economic Advisory Committee

Thursday, February 12, 2026 - 12:00 P.M.
Town Hall, 549 Main Street, Placerville, California

1. **CALL TO ORDER:** The meeting was called to order by Chair Windle at 12:05 pm.
2. **ROLL CALL:**

Members Present: Chair Windle, Vice Chair Anderson, Lishman, Raas
Members Absent: Borelli, Kaiserman
Staff Present: City Manager Warren, Assistant to the City Manager Doig

3. **ADOPTION OF AGENDA.**

The adoption of the agenda was made by Member Lishman and seconded by Vice Chair Anderson. The motion carried 4-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF January 8, 2026**

The adoption of the January 8, 2026 Minutes was moved by Vice Chair Anderson and seconded by Member Lishman. Motion carried 4-0.

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

Adam Anderson shared a sign concern reported by Fancy Faces by Tera and asked if it would be possible to move the trash can in question. Mr. Warren advised Ms. Kendrick is currently working with the business owner to resolve the issue. Tony Windle commented that the City's new on-line application for sign permits is very user friendly, but edits to the system were a challenge.

6. **INFORMATIONAL ITEMS:**

- a. **January Business License Report.** Members commented on new business types and locations.

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7. PRESENTATIONS:

There were no presentations.

8. DISCUSSION ITEMS:

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

Member Raas stated the business outreach efforts in general needs work as most don't know the PEAC exists or what we do and recommended recontacting existing businesses. Angie Carocci suggested putting a notice in the business licensing application and renewal notices that the PEAC is here to help. Member Anderson recommended doing a social media post on the PEAC's purpose. Alan Ming stated that Merchants On Main puts out a monthly newsletter that they personally hand deliver to each business. Member Anderson requested to have Mr. Ming put in an invitation for businesses to come to the PEAC meetings for their March issue.

b. Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Mica Raas – Report by Committee

Nothing to report.

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

Mr. McCargar gave a presentation providing an explanation on what fiber is, the status and timelines for construction. The City will start with two initial providers but expand to include additional providers for best pricing competition. Mr. Warren recommended Mr. McCargar do a presentation to the Merchants On Main at their March 11th meeting regarding the construction plans for Main Street.

d. Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement – Adam Anderson, Patty Borelli, Kathi Lishman – Report by Committee

Member Lishman asked what policies they should be looking at. Mr. Warren advised Ms. Kendrick has made significant progress on improvements in this area. An example being they are in the process of rolling out an on-line bill pay for building permits. New business applications will now also have a two-step process to be reviewed by the police and fire departments for efficiency and to avoid surprises. Planning commission has had challenges in the Historic Districts with the definition of materials, what is allowed to be used or substituted for,

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and have had inconsistency. Member Lishman suggested a letter be sent to owners in the Historic District to educate them on what a construction project would entail. Ms. Carocci suggested putting information specific to the Historic District on the City website to include common issues and a map.

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

- i. Dog Relief Sub Committee report (Member Anderson, MOM). Mr. Warren reported that he met with Mr. Nishihara, Director of Community Services regarding three potential dog respite locations and covered challenges of each. Once a location is identified, Mr. Warren and Mr. Nishihara plan to meet with Amy Poole at EDC Community Foundation to determine any potential available funding. Mr. Warren advised he would have Mr. Nishihara reach out to Member Anderson and MOM to set up a meeting for next steps. Member Anderson advised the El Dorado Leadership class is looking for a project, and he would like to find a potential dog run/off leash location for it.
- ii. Kiosk on Main report from Merchants on Main (Member Anderson). Allen Ming with MOM presented visuals for free-standing and wall mounted options. The intent is to minimize clutter of flyers. Member Anderson recommended use of QR codes. Mr. Ming agreed and stated those could link to a page that would be continuously updated by MOM, with approval of Community Services if needed, that would promote events and activities and provide locations of dog respite areas. Mr. Warren advised they need to meet with Ms. Kendrick to determine the next steps. Member Anderson advised that Visit El Dorado has defunded the Miner's On Main project. The subcommittee will meet with MOM on this topic and report at next month's meeting.

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

- i. Draft Newsletter to be distributed at the meeting. Draft newsletter was received and filed. Member Anderson suggested featuring a business in each issue to fund the cost. Mr. Warren is discussing with the City attorney. Mr. Raas suggested including a PEAC article.

g. **Discussion regarding potential Incentive Programs.**

- i. **Members' Incentive Program ideas. Tabled for the next meeting.**

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h. Changes or Adjustments to Discussion Items

Discussed in Item 9.

9. PLACERVILLE ECONOMIC DEVELOPMENT STRATEGY REVIEW - Ms. Kendrick and Mr. Warren

- a. Review the February 8, 2022 Placerville Economic Development Strategy to determine if any changes are needed and which strategies the PEAC would like to focus on for 2026.**

Mr. Warren led a review of each strategy, and members provided status updates. He will update the document to incorporate members' input and clarify the strategies to be prioritized moving forward.

10. RESOLUTION NO. 7964 - PEAC - Ms. Kendrick and Mr. Warren

- a. Section 6 (Officers)**
b. Section 7 (Meetings: Frequency and Time)
c. Section 11 (Duties)

Tabled for the next meeting due to time constraints.

11. REVIEW NEW ONLINE BUSINESS LICENSE TAX SOFTWARE - Mr. Warren

For renewals only at this time, due to complexity of new business license application. Anyone can look up existing business licenses by business license number, name or address. Tabled for the next meeting due to time constraints.

12. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update:**
Mackinaw Hotel - Permit submitted late Fall 2025.
Forni Road Hotel - Incentive program reviewed with owner Jan 2026.
- b. Middletown and Mallard Affordable Housing Projects - ??**
- c. The Ridge at Orchard Hills Planned Development - Proceeding with Townhouses.**
- d. Water and Wastewater Cost of Service Study Update - Presented at the Feb 10th City Council meeting. A Proposition 218 Public Hearing meeting is scheduled for the April 14th City Council meeting.**

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13. ITEMS FOR NEXT AGENDA:

Member's Incentive Program Ideas, Resolution No. 7964, New Online Business License Tax Software Demonstration.

14. ADJOURNMENT: The meeting was adjourned at 2:08 pm.

15. NEXT MEETING: March 12, 2026

Attest: Rachel Doig
Rachel Doig, Deputy City Clerk

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