

Minutes City of Placerville Placerville Economic Advisory Committee

Thursday, June 11, 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, Borelli, Kaiserman, Raas
Members Absent: Vice Chair Anderson, Lishman
Staff Present: Interim City Manager Wren, Director of Development Services Carole Kendrick, Assistant to the City Manager Doig

3. **ADOPTION OF AGENDA.**

The adoption of the agenda was made by **Member Borelli** and seconded by **Member Kaiserman**. The motion carried 4-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF February 12, 2026**

The adoption of the February 12, 2026 Minutes was moved by **Member Borelli** and seconded by **Member Raas**. 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.**

Interim City Manager Jo Wren introduced himself to the group and stressed efficiency of government is his management style and goal for this committee.

6. **INFORMATIONAL ITEMS:**

- a. **February, March, April, May Business License Reports.** Member Windle reported that Bubbles On Main is having a permit issue. Ms. Kendrick advised she is aware and working with them for resolution. Additionally, Development Services is collaborating with Finance and other departments to streamline the process to enable them to identify issues upfront. Member Borelli asked how home occupancy businesses are monitored for compliance and Ms. Kendrick advised this is an item she is currently reviewing and will bring to City Council

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this year. Mr. Wren stated that at the last City Council meeting, a staff report identified gaps in the current ordinances which are currently getting addressed. Member Kaiserman inquired about allowance and code relating to food trucks within the city and Member Raas asked if there is a Commercial Ag designation.

7. PRESENTATIONS:

Terry LeMoncheck, Executive Director, Arts & Culture El Dorado presented the Civic ID Public Art Master Plan Project consisting of four guiding principles, stressing that the current county ordinance provides recommendations not requirements, and does not provide funding for public art.

8. DISCUSSION ITEMS:

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

Chair Windle provided a business outreach questionnaire completed by Frosty Peaks, but it was noted that no one else performed this as previous monthly PEAC meetings have been cancelled. Member Raas reiterated that visits to existing, not just new businesses is also valuable feedback. Member Borelli requested a flyer be created that provides important names and contact information that can be distributed at these visits.

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

Earlier in the meeting Member Raas asked about County versus City issues relating to winery businesses. Mr. Wren advised we have preliminary numbers for cost. It takes money to move forward and we don't have it at this time. Additionally, Ms. Kendrick advised we need LAFCO's support which we don't have at this time.

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

Mr. Wren reported on his recent meeting with the team. Work on Cedar Ravine is planned to begin after July 4th and Thompson Way construction coordination will be an issue. Main Street won't get trenched; instead, conduit will be placed in the creek. The team is authorized to run night shifts to get production and progress to where it is needed to meet deadlines.

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- 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**

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 - Report by Committee**

Mr. Raas brought up in a discussion earlier in the meeting that installing arches at the entrances to Main Street would be visible from Highway 50 and believes it would bring drivers to stop and visit our downtown. Chair Windle agreed that people like to visit historical downtowns.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update:
Mackinaw Hotel – Getting their last 6 month extension.
Forni Road Hotel -Nothing to report.
- b. **Middletown and Mallard Affordable Housing Projects** – Middletown is anticipated to be completed by end of year with occupancy at the start of 2027. Mallard is getting approval from city council for occupancy, developer did not complete proper permits.
- c. **The Ridge at Orchard Hills Planned Development** – This is Phase 3 of a project but is on hold as the application is incomplete at this time.

10. ITEMS FOR NEXT AGENDA:

Mr. Wren asked the committee focus on their top three priority tasks to focus on and achieve in a given timeframe. PEAC meeting time change suggestions.

- 11. ADJOURNMENT:** The meeting was adjourned at 1:30 pm.

- 12. NEXT MEETING:** July 9, 2026

Attest: *Rachel Doig*
Rachel Doig, Deputy City Clerk

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