

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, October 19, 2018, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 12:02 p.m. The Pledge of Allegiance was recited.

2. **ROLL CALL:**

Members Present:	Chair Miller, Vice Chair Kaiserman, Wager, Vonderschmitt
Members Absent:	Anderson, Brown, Vacant
Staff Present:	Morris

3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Wager** and seconded by **Member Kaiserman**. Motion carried 4-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF September 21, 2018:**

Adoption of the Minutes was moved by **Member Vonderschmitt**, and seconded by **Member Wager**. Motion carried 4-0.

5. **ITEMS OF INTEREST TO THE PUBLIC:** None

6. **INFORMATIONAL ITEMS:** Information only
 - a. City Manager Morris reviewed a program sponsored by SACOG called Civic Lab. The City has submitted an application and listed Vice Chair Kaiserman as a program partner. The program looks at commercial corridors in need of revitalization. The City has proposed the Upper Broadway Shopping Center for consideration. Member Wager expressed interest in participating if possible.

7. **PRESENTATIONS:** None

8. **DISCUSSION ITEMS:**
 - a. **Committee Reports**
 1. Business Outreach Visits. (Brown, Kaiserman, Miller) Member Kaiserman updated the committee on current plans. A response letter

has been prepared for the last visits and a new round of visits is being setup.

2. Tourism/Health and Wellness: (Anderson, Wager) Member Wager reviewed plans for the committee to meet and she will report back at the next meeting. Anderson reported that he met with Jody Franklin of the Visitors Bureau and has some ideas to pursue.
 3. Broadband Service: (Vonderschmitt, Brown, Kaiserman) Member Vonderschmitt reported on continued efforts to establish a pilot program. Community Member Carol Anne Ogden also spoke regarding the need to move forward.
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9. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS:** City Manager Morris updated the Committee on the California Revitalization and Investment Authorities (CRIA) Program that may work in conjunction with the Civic Lab Program.

 10. **ITEMS FOR NEXT AGENDA:** CFIA Program review.

 11. **NEXT MEETING:** Next meeting to be held November 16, 2018. The committee noted that this meeting may be cancelled. If significant sub-committee information is available the meeting will be held.

 12. **ADJOURNMENT:** 1:00 p.m.