

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, May 15, 2020, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA
Special Meeting

1. **CALL TO ORDER:** The meeting was convened at 12:05 p.m. The Pledge of Allegiance was recited.

2. **ROLL CALL:**

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

3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by Member Kaiserman and seconded by Member Wager. Motion carried 6-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF March 13, 2020:**

Adoption of the Minutes was moved by Member Wager, and seconded by Member Kaiserman. Motion carried 6-0.

5. **ITEMS OF INTEREST TO THE PUBLIC:**

Mr. Morris informed the Committee that Member Vonderschmitt is no longer representing El Dorado Arts and Culture and that Member Anderson is no longer representing the Placerville Downtown Business Association.

6. **INFORMATIONAL ITEMS:**


- a. HDL Trends January 17, 2020 (Attachment A)
- b. HDL Trends February 6, 2020 (Attachment B)
- c. HDL Trends February 20, 2020 (Attachment C)
- d. HDL Trends March 31, 2020 (Attachment D)
- e. HDL Trends April 21, 2020 (Attachment E)

The Committee Members held a general discussion on economic trends.

7. **PRESENTATIONS:** Tourism – Jody Franklin

Jody Franklin provided an “El Dorado County Visitors Authority” presentation.

Minutes, May 15, 2020

Approved 

8. DISCUSSION ITEMS:

a. Subcommittee Updates - There were no subcommittee updates.

1. Business Outreach Visits – Kevin Brown, Mickey Kaiserman, Debbie Miller
2. Tourism/Health and Wellness – Adam Anderson, David Thomas, Dolly Wager
3. Broadband Service –, Kevin Brown, Mickey Kaiserman, Andrew Vonderschmitt. Potential Grant Opportunity for Broadband (Attachment F). Mr. Morris stated that he will be meeting with John Christianson regarding the grant application.

b. Added Discussion Item – “how do we recover from COVID-19 lockdown?”

Mr. Morris described programs that the City is implementing:

- Curb side pickup: City is issuing encroachment permits to allow for curbside pickup for restaurants and businesses.
- Sidewalk Dining: The City is expanding sidewalk dining opportunities through encroachment permits and administrative permits to allow for additional tables
- Main Street Closure: Mr. Morris introduced the idea of closing Main Street either on a Friday evening, Saturday, or Sunday; or some combination thereof. Following Committee discussion, **Member Wager made the following motion, seconded by Member Brown; that the City ASAP open up a least one night to close Main Street and allow restaurants and businesses to move into the parking spaces with the goal to increase closure up to three nights per week. Motion carried 6-0.**
- **Member Wager** recommends that the Saturday Ivy House Farmers’ Market expand to the along the El Dorado Trail. Mr. Morris stated that the Farmers’ Market is expanding to the west.

c. Civic Lab Proposal for Broadway – Use of \$20,000 SACOG Grant. (Attachment G)

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

a. Update Hotel Projects

- i. Update on Jacquier Road Hotel Development. Mr. Morris indicated that although the developer has expressed strong interest in moving it forward, there has been no movement on the hotel project.
 - ii. Update on potential hotel project on Forni Road: Mr. Morris stated that there has been no movement on the hotel proposal.
 - b. Historic City Hall Reuse. No update.
 - c. Cannabis Dispensaries Update. No update.
 - d. Mr. Morris announced the appointment of Joe Wren as Interim Chief of Police following the departure of Chief Ortega.
10. **ITEMS FOR NEXT AGENDA:** None.
11. **NEXT MEETING:** June 12, 2020.
12. **ADJOURNMENT:** The Meeting was adjourned at 1:38.

