

MINUTES

CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, February 11, 2022 - 12:00 P.M.  
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was called to order by **Vice Chair Kaiserman** at 12:07 p.m.
2. **ROLL CALL:**
  - Members Present: Vice Chair Kaiserman, Anderson, Clerici, Thomas, Windle (arrived at 12:11 P.M.)
  - Members Absent: Chair Miller (Note: Placerville Drive Business representative seat is vacant)
  - Staff Present: City Manager Morris  
Development Services Director Rivas
3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Clerici** and seconded by **Member Anderson**. Motion carried 4-0.
4. **ADOPTION OF THE MINUTES OF THE MEETING OF January 17, 2022:**

Adoption of the Minutes was moved by **Member Clerici**, and seconded by **Member Anderson**. Motion carried 4-0.
5. **ITEMS OF INTEREST TO THE PUBLIC:** None.
6. **INFORMATIONAL ITEMS:**
  - a. January 21, 2022 HDL Retail
7. **PRESENTATIONS:** None
8. **DISCUSSION ITEMS:**
  - a. **Business Outreach Visits (Kaiserman, Miller, Windle):** On Hold due to COVID-19 Pandemic.
  - b. **Tourism (Anderson, Thomas, Clerici):** **Member Anderson** reported that a "day of cleanup" or day of "community service" is scheduled for April 2022 and should be advertised; recommends that the City's historical assets better accessible on the City's website. The Committee discussed the historic inventory prepared by Dan Morris that is currently on the City's

website. Member Anderson reported that he is working with Andrew Vonderschmitt regarding a memorial located near his office (496 Main Street) and on the “Save the Graves” community events.

c. **Broadband Service (Thomas, Kaiserman)**

1. Update on Project – Mr. Morris reported that staff is working with the consultant on the pilot project and will bring the project to Committee for review.

d. Request from Council to review three items. Review response and action taken by City Council.

- **Downtown Events:** Mr. Morris reported on the City Council action on January 25, 2022 for the City to assume oversight of all Downtown Events. The City will be looking for sponsors. Public comment was heard from Ruth Michelson.
- **Downtown Outdoor Dining:** Mr. Morris reported on the City Council’s action on January 25, 2022 was to end any further consideration of outdoor street dining. Mr. Zeller and Mr. Rivas will be looking at a location for the City’s parklet this spring. **Member Clerici** explained that the current zoning ordinance allows for a special temporary use permit for sidewalk dining.
- **Formula Businesses:** Mr. Morris reported on the City Council item on January 25, 2022 which was tabled to February 8, 2022. The Council directed that no further action will be taken on this issue and no staff time is to be devoted on this issue. **Member Windle** stated that some business owners did not see the survey form and that this issue will continue to come up time and time again. Public comment was heard from Ruth Michelson.

e. **Review Final Economic Development Strategy and Prioritize**

**Implementation:** Mr. Morris reported on the Council action on February 8, 2022. Council directed that PEAC take a more active role with staff taking a more passive role. PEAC to identify three strategies to pursue.

The Committee recommended that the names of the organizations be removed from Strategy 2.3. Mr. Morris recommended adding tours and historic site inventories to Strategy 2.3.

Following Committee discussion, the following subcommittees were tentatively identified:

- **Kaiserman and Miller:** Business Outreach
- **Kaiserman and Thomas:** Broadband
- **Anderson, Thomas, and Miller:** Site Inventories

- **Anderson and Windle:** Historic Inventory and Tours
- **Clerici and Kaiserman:** City Annexations

The subcommittees strategy focus groups will be placed on each agenda each month to report back.

9. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**

a. **Update Hotel Projects**

- **Gateway Hotel:** Mr. Morris updated the Committee on the status of the "Mackinaw" Hotel.
- **Forni Road Hotel:** Mr. Morris updated the Committee on the status of the hotel.

b. **Cannabis Dispensaries Update:** Mr. Morris updated the Committee on the status of three permit awards and the status of Reserve House's (JSCR Management) extension of time request which was denied by the City Council on January 25, 2022.

c. **SACOG Civic Lab-Broadway Corridor Housing Opportunities Analysis:** Mr. Morris updated the Committee on the City's award of \$100K REAP funding from SACOG for consulting services (EPS and Accent Environmental) to perform a housing opportunities analysis. Staff will have a check-in Teams meeting with the consultants on January 17, 2022

10. **ITEMS FOR NEXT AGENDA:**

1. Review Economic Development Strategy subcommittee focus groups.
2. Jody Franklin presentation (tentative - **Member Anderson** to follow-up)

11. **NEXT MEETING:** March 11, 2022

12. **ADJOURNMENT:** The Meeting was adjourned at 1:42.