

MINUTES

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

- 1. CALL TO ORDER:** The meeting was informally called to order by consensus (three members present) at 12:12 p.m.

2. ROLL CALL:

Members Present: Anderson, Clerici, Windle
Members Absent: Chair Miller, Vice Chair Kaiserman, Thomas
(Note: Placerville Drive Business representative seat is vacant)
Staff Present: City Manager Morris
Development Services Director Rivas

With only three members present, the Committee lacked a quorum to hold the meeting. By consensus, the Committee agreed to hear the presentation, Item 7: Update on City Marketing Program by Jody Franklin, Executive Director of Tourism, El Dorado County Chamber of Commerce.

3. ADOPTION OF AGENDA.

4. ADOPTION OF THE MINUTES OF THE MEETING OF February 11, 2022

5. ITEMS OF INTEREST TO THE PUBLIC:

Members of the public present included: Laurel Brent-Bumb, Chief Executive Office, El Dorado County Chamber of Commerce; Ruth Michelson.

6. INFORMATIONAL ITEMS:

- a. February 11, 2022 HDL Retail Trends.

7. PRESENTATIONS:

- a. Update on City Marketing Program – Jody Franklin, El Dorado County Chamber of Commerce. Ms. Franklin provided her presentation to the Committee.

First 90 Days – Overview Measurements:

Minutes, March 11, 2022

Approved _____

- Hangtown Days
- Discover Historic Main Street Video
Nov. 9th thru Dec. 8th , 421 shares
- Support Your Local Community This Holiday Season Video
Nov. 24th thru Dec. 8th
- Placerville Holiday Video
December 9th thru 23rd
- Placerville Holiday Shop Local Video
December 9th thru 24th
- Instagram Posts – top 5 out of 6 shares

Next 60 days:

- Discover Placerville Shops website
- Incredible Things To Do In Placerville
- Travel Stories
- Started Tiktok account
- Consumer base data – contact list
509 opted in for Placerville

Up Next:

- Build library of owned digital assets

8. DISCUSSION ITEMS:

- a. Strategy 1.1 Business Outreach Visits – Mickey Kaiserman, Debbie Miller – Report by Committee
- b. Strategy 2.3 Historic Inventory Review – Adam Anderson, Tony Windle – Report by Committee
- c. Strategy 1.4 Potential Annexation Areas – John Clerici, Mickey Kaiserman – Report by Committee
- d. Strategy 1.4 Site Inventories – Adam Anderson, David Thomas, Debbie Miller – Report by Committee
- e. Strategy 1.5 Broadband Infrastructure – David Thomas, Mickey Kaiserman – Report by Committee

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update
 - Gateway Hotel.
 - Forni Road Hotel
- b. Cannabis Dispensaries Update
- c. SACOG Civic Lab-Broadway Corridor Housing Opportunities Analysis
- d. Placerville Cinema

10. **ITEMS FOR NEXT AGENDA:**
11. **NEXT MEETING:** April 8, 2022
12. **ADJOURNMENT:** The Meeting ended at 12:38 following presentation.