

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, January 13, 2023 – 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was called to order by Chair Miller at 12:00 p.m.
2. **ROLL CALL:**
 - Members Present: Chair Miller, Vice Chair Kaiserman , Thomas, Windle
 - Members Absent: Anderson (Note: Placerville Drive Business representative seat and a Member-at-Large seat are vacant)
 - Staff Present: City Manager Morris, Assistant City Manager/Finance Director Warren, Development Services Director Rivas
3. **ADOPTION OF AGENDA.**

Adoption of the Agenda was moved by Member Kaiserman and seconded by Member Thomas. Motion carried 4-0.
4. **ADOPTION OF THE MINUTES OF THE MEETING OF November 11, 2022.**

Adoption of the Minutes was moved by Member Kaiserman and seconded by Member Thomas. Motion carried 4-0.
5. **ITEMS OF INTEREST TO THE PUBLIC:**

No comments received.
6. **INFORMATIONAL ITEMS:**
 - a. November 30, 2022 and January 4, 2023 HDL Retail Trends.

No comments received.
 - b. Second Quarter 2022 Sales Tax Report/Presentation.

Mr. Warren gave a presentation on the 2nd Quarter (April through June) sales tax report. Placerville's receipts were 0.6% above the 2nd sales period in 2021. On-line sales tax is 5.7%. Mr. Warren reported on the Sales Tax Working Group of the City Managers Department of the League of California Cities and their work on exploring the issue of tax distributions from e-commerce and the location of large warehouses such as Amazon. Given the consumer trends and preferences of on-line shopping, the Group

is evaluating the need for a more equitable e-commerce sales tax revenue distribution sharing to further fiscal sustainability and viability of sales tax.

Member Kaiserman stated that used car prices have dropped.

Kirk Smith asked if the top producers are broken down by business area. Mr. Warren stated "no," because the City is cannot provide that level of detailed information to the public. Mr. Smith further asked if the Broadway business area has gone up or down. Mr. Warren stated that the City can provide that information.

7. DISCUSSION ITEMS:

- a. Strategy 1.1 Business Outreach Visits – Mickey Kaiserman, Debbie Miller, Tony Windle – Report by Committee.

Chair Miller reported that the subcommittee has not yet met, but she met informally with Kitchen Goods, the new store at 492 Main Street. They are very busy and had to hire a manager.

Member Kaiserman stated that he made an informal visit to Batia Vineyards wine tasting room at 459 Main Street.

Member Thomas stated that he visited with Geoff Bodle, owner of Sierra Nevada Tire & Wheel at 659 Main Street. Geoff stated that he has difficulty keeping employees.

Member Windle reported that the Red Hawk Casino is taking employees away from his store. The Casino has a starting pay of \$20.00/hour in their new arcade.

Chair Miller reported that the Outreach Committee will begin making formal visit appointments at the end of February.

- b. Strategy 2.3 Historic Inventory Review – Adam Anderson, Tony Windle – Report by Committee.

Member Windle reported that the Committee had no activity and that the Committee still needs to meet.

Chair Miller asked how the Miner's on Main is advertised and recommended that the activity needs to be better promoted.

- c. Strategy 1.4 Potential Annexation Areas – Mickey Kaiserman – Report by Committee.

Mr. Rivas provided a report on the effort by DSD staff to complete the preparation of a table of all the past and proposed annexation areas for use by the Committee. Mr. Morris reported that LAFCO has begun their Municipal

Services Review (MSR)/ Sphere of Influence (SOI) update. City staff had a Kick-off meeting with LAFCO staff on December 14, 2022.

- d. Strategy 1.4 Site Inventories – Adam Anderson, David Thomas, Debra Miller – Report by Committee.

Chair Miller reported that nothing has been done due to the holiday season and will report at next meeting.

- e. Strategy 1.5 Broadband Infrastructure – David Thomas, Mickey Kaiserman – Report by Committee.

Mr. Morris reported that the City has hired a senior management analyst, Steve McCargar, to manage the project. A “high level” engineering plan is being prepared for the City to generate cost estimates. The Governor’s budget is making cuts in broadband funding. The Subcommittee will schedule a future meeting with Mr. McCargar.

8. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update:
 - Mackinaw Hotel: Mr. Rivas gave an update on the Mackinaw Hotel project and reported that the building plans have been submitted for plan check.
 - Marriot Hotel: Mr. Rivas reported that the project proponents have put the property up for sale.
- b. Broadband LATA Grant (Attachment C): Mr. Morris reported that there are five different projects.
- c. Broadband Green Means Go Grant: Mr. Morris reported that the grant application was submitted and awards are due in March.
- d. Introduction of Steve McCargar, Senior Management Analyst – Broadband Program: Mr. Morris reported that Mr. McCargar has been hired to manage the Broadband Program.
- e. Upper Broadway Shopping Center Status: Mr. Morris reported on the “Carriage Trade Center” stating that local commercial developer Leonard Grado has closed escrow on purchase of the property. He has negotiated with Harbor Freight Tools as an anchor tenant and is also looking at Dutch Brothers Coffee to occupy a new pad area.

Member Windle is interested in discussion with Mr. Grado the prospect of opening an ice cream shop in the center.

- f. SACOG Civic Lab-Broadway Corridor Housing Opportunities Analysis: Mr. Morris reported that there has been no progress since the holidays.
 - g. Trip-to-Green update. Mr. Morris reported that only six responses from the business survey were received. A Trip-to-Green forum is going to be scheduled.
 - h. Mr. Morris reported that new members are needed for PEAC, the Planning Commission, and the Recreation and Parks Commission, and Measure H & L Committee and urges interested persons to apply.
 - i. Mr. Warren reported that the recent storm damage is estimated at \$277,000 with \$20,000 in staff overtime costs.
9. ITEMS FOR NEXT AGENDA: None.
10. NEXT MEETING: February 10, 2023

ADJOURNMENT: The Meeting was adjourned by Chair Miller at 1:17.