

Minutes City of Placerville Placerville Economic Advisory Committee

Thursday, July 9, 2026 - 12:00 P.M.
Town Hall, 549 Main Street, Placerville, California

1. **CALL TO ORDER:** The meeting was called to order by Chair Windle at 12:04 pm.

2. **ROLL CALL:**

Members Present: Chair Windle, Vice Chair Anderson, Borelli, Lishman, Raas
Members Absent: Kaiserman
Staff Present: Interim City Manager Wren, Assistant to the City Manager Doig

3. **ADOPTION OF AGENDA.**

Ms. Doig requested the removal of the Forni Road Hotel item, noting **Ms. Kendrick's** report that their permit has expired. **Member Windle** requested the addition of a discussion regarding the continuation of the committee. **Member Borelli** moved to adopt the agenda as amended. **Member Kaiserman** seconded the motion. **Motion carried 4-0.**

4. **ADOPTION OF THE MINUTES OF THE MEETING OF June 11, 2026**

The adoption of the June 11, 2026 Minutes was moved by **Member Borelli** and seconded by **Member Raas**. **Motion carried 4-0.**

5. **ITEMS OF INTEREST TO THE PUBLIC:** (The Committee shall not take action on this item.) **Comments may be limited to 3 minutes.**

Mr. Ming, representing *Merchants On Main*, reported that the organization is currently filing for **501(c)(3)** tax-exempt status. This designation will allow donations and event sponsorships for Main Street to be tax-deductible and will enable the group to apply for grants. He noted that funds raised through these events will be allocated toward local improvements, such as sidewalk cleaning and the installation of directories on Main Street. The proposed governing board would consist of five members:

- Three local business owners
- One City staff member (potentially the Director of Community Services)
- One PEAC member

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6. **INFORMATIONAL ITEMS:**

- a. **June New Business License Report.** Kettle Corn Masters is likely a food truck, as is Smokin' Rose BBQ. Robinson's Pharmacy ownership is changing hands. The Golden Dandelion Retreat is a salon. **Member Windle** confirmed Caked, located on Broadway, has a current City business license and he recently visited their establishment.

7. **PRESENTATIONS:**

None.

8. **DISCUSSION ITEMS:**

- a. **Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson, Mica Raas – Report by Committee**

Member Windle visited Caked and reported that they would be interested in being the Broadway Representative. **Member Anderson** stated that the Chamber lost their new membership staff and is hopeful that the position is restaffed as it was a great opportunity to meet the new businesses in town.

Mr. Ming suggested creating a prospectus to give to large commercial brokers to attract new businesses. **Member Raas** suggested targeting businesses operating out of town and identify what it would take to bring them local. **Member Borelli** inquired about the status of shuttle buses to Apple Hill, and Mr. Wren advised it was a great idea that never materialized. **Member Lishman** reiterated her support for arches for Main Street entrances and will email Ms. Doig the summary of a plan that was drafted some time ago. **Member Borelli** stated a Highway 50 survey determined that lack of signage was a significant reason why people don't stop locally, and voiced support for installing arches to draw attention to historic downtown.

- b. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Mica Raas – Report by Committee**

Member Raas asked if the area out Mosquito is a possibility. **Member Anderson** stated it is difficult to get landowners' buy-in. **Mr. Wren** advised that LAFCO seems more receptive currently.

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Member Raas asked about a Missouri Flat annexation. **Mr. Wren** stated the County gave significant tax incentives to promote the development so the City would not see much benefit.

Member Borelli asked about the status of an RV Park and **Mr. Wren** advised there is no current activity. **Member Lishman** stated the Old Lumber Mill Camping and RV Plan might be worth revisiting and will email a copy to Ms. Doig.

c. **Strategy 1.4 Broadband Infrastructure – Mickey Kaiserman, – Report by Committee/City Manager**

Mr. Wren reported work on Placerville Drive is to start in August, move to Cedar Ravine and then to Main Street and confirmed permits are approved.

d. **Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement - Adam Anderson, Patty Borelli, Kathi Lishman - Report by Committee**

Member Raas stated rent downtown is too high and asked if it is possible to tax vacant buildings? **Mr. Wren** stated Ms. Kendrick recently drafted a Vacant Building Ordinance that was adopted and will review.

Member Borelli stated the old Office Depo and Ivy House properties are not being maintained and a code violation case needs to be opened for each.

e. **Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. - Adam Anderson, Tony Windle, Kathi Lishman – Report by Committee**

Mr. Wren stated Public Works will use the street sweeper once a month. **Member Windle** was able to get Public Works to put drain catch guards for the gutter in front of his business.

f. **Committee Continuance**

Mr. Wren suggested holding joint meetings with Merchants On Main to compliment efforts of each group. Committee members need to identify 3 focus actions and set a timeframe to accomplish each goal. It was voted unanimously to continue this committee.

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9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update:
Mackinaw Hotel – Renewed their permits and will submit to Engineering.
Forni Road Hotel – Pulled due to inactive permit. Mr. Wren has a meeting scheduled with the owners July 29th.
- b. **Middletown and Mallard Affordable Housing Projects** – Mallard is dealing with a funding issue that is affecting occupancy.
- c. **The Ridge at Orchard Hills Planned Development** – Nothing to report.

10. ITEMS FOR NEXT AGENDA:

Committee to identify 3 focus areas.

11. ADJOURNMENT: The meeting was adjourned at 1:30 pm.

12. NEXT MEETING: August 13, 2026

Attest: *Rachel Doig*
Rachel Doig, Deputy City Clerk

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