

Minutes City of Placerville Placerville Economic Advisory Committee

Thursday, August 13, 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 (arrived at 12:55), Lishman, Kaiserman, Raas

Members Absent: None

Staff Present: Interim City Manager Wren, Assistant to the City Manager Doig

3. **ADOPTION OF AGENDA.**

Member Windle requested the addition of a Discussion Item to identify the Focus Items of the committee. **Member Kaiserman** moved to adopt the agenda as amended. **Member Anderson** seconded the motion. **Motion carried 5-0.**

4. **ADOPTION OF THE MINUTES OF THE MEETING OF July 9, 2026**

The adoption of the July 9, 2026 Minutes was moved by **Member Lishman** and seconded by **Member Raas**. **Motion carried 4-0-1; Member Kaiserman** abstained due to his absence from the prior meeting.

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

None received.

6. **INFORMATIONAL ITEMS:**

- a. **June New Business License Report.** **Member Borelli** requested staff look into whether Spirit on Forni has a current Business License, as she did not find one active on the City's website.

Materials related to this Agenda submitted to the Committee either with or after distribution of the agenda packet are available for public review without delay in the Administration Department at City Hall, 3101 Center Street, 4th floor, during normal business hours. Agendas are also made available online at <https://www.cityofplacerville.org/peac-agendas>. If you wish to receive this Agenda via email or mail, please send contact information to placerville.adm@gmail.com or call (530) 642-5200.

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 Bubbles On Main and gave the owner the questionnaire, but she has not returned it. The committee members will review the business license process to be familiar and able to help advise potential owners going forward.

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

Mr. Wren advised that LAFCO is open to proceeding with identified areas. Moving forward, the city will need to clean up jurisdictional boundaries and update the General Plan. Of the seven required elements, four have been confirmed complete. **Ms. Kendrick** will obtain a consultant to assist with the remaining items, with the expectation of finalizing the plan within 24 months. **Mr. Wren** also noted that any annexation remains subject to voter approval.

Members determined this item is to be moved to Item 9, Staff Communications.

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

Mr. Wren reported construction will begin this week on Placerville Drive with completion anticipated within 3 weeks and will move on to Cedar Ravine. CPUC has extended the deadline for project completion. The main hub will now be located at 681 Main Street. Golden State Network is willing to build out to the rural areas once the core is established. The City is in discussions to come to an agreement with them on this item.

This topic will be moved to Item 9, Staff Communications.

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**

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Mr. Wren stated that City ordinances need to be updated. Staff are transitioning to use Clarity so every department has access to the same information. Items must be cleared within the appropriate department before allowing to proceed. The City Manager is notified if a permit has gone over 5 days without an employee accessing the file.

- 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**

Member Lishman asked about the A-board signs status. **Mr. Wren** advised that Jay and the Police went by the violators' locations and most have been cleared up; the Building Official will follow-up on code complaints going forward.

Member Windle commented that Merchants On Main did a great job with the flower baskets.

Member Raas asked about the status of the proposed entry arches for Main Street. The committee is in unanimous agreement to move it forward.

Mr. Wren reported that 70 new streetlight posts will be installed on Placerville Drive where future banners can be hung, which will enhance community atmosphere.

- f. **Focus Items**

Members identified their top three focus items to be 1) Business Outreach Visits, 2) Entry Arches/Banners for Main Street, and 3) Social Media Content.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update:
Mackinaw Hotel – Nothing to report.
Forni Road Hotel - City Manager met with the developer who wants to install a digital sign.
- b. **Middletown and Mallard Affordable Housing Projects** – Mallard received their occupancy certification last week. This item will be removed as it is completed.
- c. **The Ridge at Orchard Hills Planned Development** – Nothing to report.

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10. ITEMS FOR NEXT AGENDA:

City and County Airbnb and STR Ordinances for review. Annexation and Broadband items will move to "Staff and Committee Member Communications".

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

12. NEXT MEETING: September 10, 2026

Attest: Rachel Doig
Rachel Doig, Deputy City Clerk

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