Placerville is the Place for Economic Vitality
and a Vibrant Lifestyle
that Respects its Historic Identity

Minutes
City of Placerville
Placerville Economic Advisory Committee

Thursday, September 10, 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

2. **ROLL CALL:**

Members Present:	Chair Windle, Vice Chair Anderson, Borelli Lishman, Kaiserman, Raas
Members Absent:	None (Broadway Vacant)
Staff Present:	Interim City Manager Wren,

3. **ADOPTION OF AGENDA.**

Borelli moved to adopt the agenda. Raas seconded the motion. **Motion carried 6-0.**

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

The adoption of the August 13, 2026 Minutes was moved by **Borelli** and seconded by **Raas.** Motion **carried 6-0.**

5. **ITEMS OF INTEREST TO THE PUBLIC:** (The Committee shall not take action on this item.) **Comments may be limited to 3 minutes. None**

6. **INFORMATIONAL ITEMS:**

a. **July New Business License Report**.
b. **Received the grant from the Latrobe Fund for the Bell Tower/Main Street Speaker system**

7. **PRESENTATIONS:**

None.

8. **DISCUSSION ITEMS:**

a. **Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson, Mica Raas – Report by Committee** NEED THE FORM FOR NEW MEMBER INFO. Business Toolkit that Carole had mentioned

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

c. **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**

d. **Entry Arches/Banners for Main Street.** Photos sent to Rachel and passed out to members for review. Mickey has examples and it was discussed that Patti would reach out to the club that built the archway at City Cemetery

e. **Social Media Content.** Tony will work with Denis about boosting posts

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

a. Hotel Projects Update:
   Mackinaw Hotel
   Forni Road Hotel - NOT IN THE FORESEEABLE FUTURE
b. Middletown Affordable Housing Project
c. The Ridge at Orchard Hills Planned Development
d. Annexation
e. Broadband

Tony informed the members that he will step back due to running for City Council.

10. ITEMS FOR NEXT AGENDA:

11. ADJOURNMENT: The meeting was adjourned at 1:00 pm.

12. NEXT MEETING: October 8, 2026

Attest: _____
Joe Wren, City Manager