

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, May 11, 2018, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 12:00 p.m. The Pledge of Allegiance was recited.

2. **ROLL CALL:**

Members Present: Chair Miller, Vice Chair Kaiserman, Brent-Bumb, Brown, Wager, Vonderschmitt, Shearer, Anderson
Members Absent:
Staff Present: Rivas

3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Brent-Bumb** and seconded by **Member Brown**. Motion carried 6-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF April 20, 2018:**

Adoption of the Minutes, as amended, was moved by **Member Brent-Bumb**, and seconded by **Member Vonderschmitt**. Motion carried 6-0. (Member Wager arrived at 12:03 p.m.)

5. **ITEMS OF INTEREST TO THE PUBLIC: None.**

6. **INFORMATIONAL ITEMS:** Information only.
 - a. HdL Trends Affecting California Economy (Attached)
 - b. Brookings Institute Economy Preservation (Attached)

7. **PRESENTATIONS: None.**

8. **DISCUSSION ITEMS:** These items were continued to the next regular meeting.
 - a. AMGEN Tour of California Update. PEAC members discussed changes made to the bike race event schedule.
 - b. Review HdL Void Analysis and Make Recommendations.

PEAC members discussed the businesses listed. PEAC members also inquired about Trader Joes and their criteria for a specific number of “roof tops” for consideration in locating a store.

Member Brent-Bumb moved to recommend approval of a contract with HdL with a provision of 15% of sales tax compensation (after Measure H & L) for three (3) years following the locating of a new targeted business, seconded by **Member Kaiserman**. **Motion carried 7-0.**

Member Vonderschmitt moved to recommend the listed top four business choices: Smart & Final, Burlington Coat Factory, Wingstop, and DSW Shoe; seconded by **Member Wager**. **Motion carried 7-0.**

Member Kaiserman moved to recommend the listed “second tier” business choices: Dunkin’ Donuts, Five Guys, Panera Bread, and El Pollo Loco; seconded by **Member Brown**. **Motion carried 7-0.**

- c. Broadband Presentation, Follow-up and Questions
PEAC members felt that the presentation was too technical and needed to be more easily understood. PEAC members also felt that broadband is needed to attract business and asked if grant money is available to fund the feasibility study
- d. Subcommittee Updates
 - 1. Business Outreach Visits – Kevin Brown, Mickey Kaiserman, Debbie Miller. **Member Shearer** joined the Subcommittee. Subcommittee Members discussed going back to the business to discuss what the City can and can’t do to assist them.

Chair Miller and **Member Brown** leave meeting at 12:48 p.m. **Vice Chair Kaiserman** assumes Chair.

- 2. Tourism – Laurel Brent-Bumb. **Member Brent-Bumb** provided an update to the Committee and reports that the El Dorado County Chamber will lead campaign to raise the County TOT. **Member Adam Anderson** joined the Subcommittee.

Member Vonderschmitt leaves meeting at 12:53 p.m.

- 3. Health and Wellness – Dolly Wager, Debbie Miller, Mickey Kaiserman. The Subcommittee had nothing to report.

Member Wager leaves meeting at 1:01 p.m.

- 9. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS: These items were continued to the next regular scheduled meeting.**

Committee members discuss city credit ratings.

Member Brent-Bumb leaves meeting at 1:06 p.m.

- a. Update on Hampton Inn and Suites Hotel Development Project
- b. Western Placerville Interchange Project
- c. Water and Sewer Rate Increases
- d. Private Sewer Lateral Ordinance
- e. Clay Street Bridge Replacement and Realignment Project

City staff Rivas gives brief update on items a through e.

10. **ITEMS FOR NEXT AGENDA: None**
11. **ADJOURNMENT:** The meeting was adjourned by **Vice Chair Kaiserman** at 1:22 p.m.
12. **NEXT MEETING: June 15, 2018**