



Agenda

City of Placerville

Placerville Economic Advisory Committee

Regular Meeting
Friday, April 20, 2018 - 12:00 P.M.
Town Hall, 549 Main Street, Placerville, California

1. **CALL TO ORDER:** Pledge of Allegiance.
2. **ROLL CALL:** Chair Miller, Vice Chair Kaiserman, Brent-Bumb, Brown, Wager, Vonderschmitt, Shearer
3. **Introduction of New Members:** Andrew Vonderschmitt, Cody Shearer
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF January 26, 2018**
5. **ITEMS OF INTEREST TO THE PUBLIC:** (The Committee shall not take action on this item.) **Comments may be limited to 3 minutes.**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the Agenda that is within the subject matter jurisdiction of the Committee. The Chair reserves the right to limit each speaker's time to three minutes. The Chair will recognize the speaker and ask that they state their name for the record. Personal attacks on individuals or comments which are slanderous or which may invade an individual's personal privacy will not be tolerated. PLEASE GIVE ANY WRITTEN MATERIAL PRESENTED AT THE MEETING TO CITY STAFF FOR THE PUBLIC RECORD.

6. **INFORMATIONAL ITEMS:**
 - a. HdL Trends Affecting California Economy (Attached)
 - b. Sierra Small Business Development Center (SBDC) E-Commerce Workshop for Brick and Mortar Small Businesses: April 25th from 8:00 a.m. to 10:00 a.m. (location TBD)
 - c. Regional Futures Forum, SACOG, April 30th from 8:30 a.m. to 3:00 p.m., Carmichael
7. **PRESENTATIONS:**
 - a. Brian Ostrovsky - LOCABLE: Presentation on Community Calendar and other website modifications to enhance Economic Development
 - b. Jeff Christensen - Entry Point: Broadband Service to Placerville

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.

8. DISCUSSION ITEMS:

- a. Amgen Tour of California Update
- b. Review HDL Void Analysis and Make Recommendations
- c. Subcommittee Updates
 - 1. Business Outreach Visits – Kevin Brown, Mickey Kaiserman, Debbie Miller
 - 2. Tourism – Laurel Brent-Bumb,
 - 3. Health and Wellness – Dolly Wager, Debbie Miller, Mickey Kaiserman

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- 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

10. ITEMS FOR NEXT AGENDA:

11. NEXT MEETING: May 18, 2018

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**Economic Development Advisory Committee
April 20, 2018
City Manager's Report**

Item #: 8b

Subject: Review HDL Insight Market Analytics and Void Analysis

Attached are two reports provided as part of our contract with HDL for Economic Development. The first report is a Market Analysis. This report is similar to what we have seen in the past. The second report is a Void Analysis showing retail sectors that the City would like to focus on.

Staff will review the reports at the meeting and look for recommendations on areas to pursue.

If we elect to proceed, HDL proposes a new contract in which they will pursue the retail businesses on our behalf. If they are successful, they would receive 15% of the sales tax generated by that business for a 3 year period. An alternative would be for us to pursue those businesses on our own. HDL would provide some assistance in terms of contact information and personalized reports.

Recommendation: Review HDL Insight Market Analytics and Void Analysis



M. Cleve Morris, City Manager

Attachments:

1. Insight Analytics
2. Void Analysis

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