

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, August 21, 2015, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 12:01 p.m. The Pledge of Allegiance was recited.

2. **ROLL CALL:**

Members Present: Chair Brown, Brent-Bumb, Meuser, Miller, Payne
Members Absent: Kaiserman, Wager
Staff Present: Rivas

3. **ADOPTION OF AGENDA:**

Adoption of the agenda was moved by **Member Brent-Bumb** and seconded by **Member Payne**. Motion carried 5-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF June 19, 2015.**

Adoption of the Minutes was moved by **Member Miller** and seconded by **Member Payne**. Motion carried 5-0.

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

6. **INFORMATIONAL ITEMS: None.**

7. **PRESENTATIONS:**
 - A. **Randy Wagner, SEDCorp President & CEO: Report on the Small Business Accelerator Workshop held June 25, 2015:** Mr. Wagner reported on the success of the workshop which focused primarily on three areas: marketing/internet, cash flow/tax considerations/business plans, and long term financing/access to capital. Wagner reported that 60 persons were in attendance and that over 26 organizations participated in putting the program together. Wagner also stated that this was a "catalyst" event and another follow-up event will be planned in the near term and that these forums should be scheduled every six months minimum to maintain momentum and maximize participation and benefit.

 - B. **Greater Sacramento Area Economic Council - Barry Broome, President and CEO:** No representatives were in attendance. PEAC members were provided the July 14, 2015 (Item 12.1) and the August 11, 2015 (Item 3.1) City Council staff reports in the agenda packet.

C. **Jeff McLaughlin, Manager, El Dorado County Economic and Business Relations:** Mr. McLaughlin summarized his role in the County as the new Economic and Business Relations Manager. Principle task is to develop an economic development strategy for the County and work with both the cities of Placerville and South Lake Tahoe. McLaughlin reported that he would be meeting with businesses, work on the Placerville Airport as an economic opportunity, streamline development processes, connect businesses with schools, and work for the expansion of broadband services. McLaughlin stated that his focus will be business attraction, retention, and support. He also reported that a broadband meeting will take place on September 1st at 5:00 p.m. in the Board of Supervisors Chambers (Building A in the County Government Center).

8. **DISCUSSION ITEMS:**

A. **Continued discussion and Comments on "Tools for Business Program."** Follow-up discussion with Randy Wagner: Mr. Wagner recommended that the City may consider partnering with all entities in the County to negotiate a better price. The information is generally available and the program does not add significant value.

The consensus of the Committee is not to purchase anything at this time, and continue to collaborate with the County and the City of South Lake Tahoe.

9. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**

A. **Update on Main Street Court House Reuse Blue Ribbon Committee:** Mr. Rivas gave a brief update on the Blue Ribbon Committee, reported on those applicants chosen to serve on the Committee, and that Applied Development Economics out of Walnut Creek was selected to facilitate the process.

B. **Member Brent-Bumb** announced the upcoming Business Leaders Academy starting in October 14, 2015 through April 13, 2016. Registration deadline is September 15, 2015.

10. **ITEMS FOR NEXT AGENDA:** None.

11. **ADJOURNMENT:** The meeting was adjourned by Chair Brown at 1:15 p.m.

12. **NEXT MEETING:** September 18, 2015 Regular Meeting.



M. Cleve Morris
City Manager