

## MINUTES

CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, MAY 15, 2015, 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 Brown, Brent-Bumb, Kaiserman, Miller, Payne (Arrived 12:05), Wager  
Members Absent: Meuser  
Staff Present: Rivas, Morris
  
3. **ADOPTION OF AGENDA:**  
  
Adoption of the Agenda was moved by **Member Wager** and seconded by **Member Kaiserman**. Motion carried 5-0.
  
4. **ADOPTION OF THE MINUTES OF THE MEETING OF April 17, 2015.**  
  
Minutes were amended under Item 8 showing **Member Brent-Bumb** made the comment rather than **City Manager Morris**. Adoption of the Minutes was moved by **Member Brent-Bumb** and seconded by **Member Miller**. Motion carried 5-0.
  
5. **ITEMS OF INTEREST TO THE PUBLIC:**  
  
Stan Morris reported on the good presentations that had taken place at the recent City Council Meeting.
  
6. **INFORMATIONAL ITEMS:**  
  
A. **HDL Companies - The Changing Landscape**. Information only. No discussion.
  
7. **PRESENTATIONS:**  
  
A. **Tools for Business Success**. Saba Hailu and Kay Reynolds presented an overview of the Tools for Business Success website. Questions were asked by the Committee. Kay stated that the discounted cost to the City would be a \$200 one-time setup fee and \$1,120 per year. The Committee agreed to research further and make a decision on how to proceed in the future.  
  
B. **SEDCorp Presentation of Proposed Programs for Placerville**. Randy Wagner described the Small Business Workshop he will be putting on in Placerville on June 25, 2015, from 9:00 a.m. - 2:30 p.m. at Town Hall. A

motion was made to support the workshop by **Member Wager** and seconded by **Member Payne**. Motion carried 6-0.

8. **DISCUSSION ITEMS:**

- A. **Strategy 1.3: Identify current priority employers and future industries and their needs.** Staff presented a draft set of criteria for identifying priority businesses for our focus. The Committee agreed to review the draft criteria and bring back comments to our next meeting. No formal action was taken.
- B. **Review meeting time and recommend to staff the preferred time to meet.** The Committee discussed the meeting time and determined that the current time worked best for all members.

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

- A. Staff updated the Committee on progress of our current hotel sites. Staff is in ongoing communication with the potential owners of the Point View Drive site. In addition, the Forni Road site is being reviewed for variances by the Planning Commission.
- B. Staff updated the Committee on PACE Programs. California First and AllianceNRG have been adopted and are in place. **Member Miller** stated that she had used the California First Program. **City Manager Morris** stated that the Council will consider two additional programs on May 26, 2015, HERO and Ygrene.

10. **ITEMS FOR NEXT AGENDA:**

Follow-up from Randy Wagner of SEDCorp; Introduction of Jeff McLaughlin, County Economic and Business Relations Manager; Review of Strategy 1.3, Priority Employers.

11. **ADJOURNMENT:**

The meeting was adjourned by **Chair Brown** at 1:30 p.m.

12. **NEXT MEETING:**

June 19, 2015 Regular Meeting.

  
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M. Cleve Morris  
City Manager