

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, APRIL 17, 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, Kaiserman, Meuser,
Miller, Payne, Wager

Members Absent: None

Staff Present: Rivas

3. **INTRODUCTION OF NEW MEMBER:**

Chair Brown welcomed new member Mickey Kaiserman. Member Kaiserman gave a brief description of his related background.

4. **SWEARING IN OF NEW MEMBERS:**

City Clerk Susan Zito swore in new Committee Members Kaiserman and Wager.

5. **ELECTION OF OFFICERS:**

Member Brent-Bumb moved to elect Member Brown Chair, and Member Miller Vice-Chair, which was seconded by Member Kaiserman. Motion carried 7-0.

6. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by Member Payne and seconded by Member Miller. Motion carried 7-0.

7. **ADOPTION OF THE MINUTES OF THE MEETING OF March 20, 2015:**

Adoption of the Minutes was moved by Member Wager and seconded by Member Meuser. Motion carried 6-0. Member Kaiserman abstained.

8. **ITEMS OF INTEREST TO THE PUBLIC:**

Stan Morris reported that Jacob Mingle sold his Cozmic Café business to a new owner and is planning on opening a restaurant in the Foundation Plaza building.

City Manager Morris also requested that the City look into being a "Bicycle Friendly Community" designation.

Member Miller reported that Old Town Cigars has moved to Broadway.

Member Payne reported that CEDAC (El Dorado County Community Economic Development Advisory Committee) has not met in three months due to lack of a quorum.

Director Rivas indicated that the Committee had received copies of a thank-you letter dated February 11, 2015 from the El Dorado Gold Executive Committee for the Committee's support of the 2016 World Gold Planning Championship to be held at the El Dorado County Fairgrounds.

9. **INFORMATIONAL ITEMS:**

A. Carrows Restaurant Closing. Development Services Department (DSD) **Director Rivas** reported the restaurant chain has closed a number of low performing restaurants throughout the state following the acquisition of the chain by another company. Rivas indicated that City staff met with a representative of Jack Russell Brewery on April 16, 2015 regarding opening a Jack Russell Brew Pub in the former Carrows building.

B. Holiday Inn Express Hotel Site Status. DSD **Director Rivas** reported that City staff has been compiling information regarding the site, permitting process, and fees to representatives of a new investor who is planning on opening a Hilton Hampton Inn Hotel on the site.

C. Outbreak Brewery. DSD **Director Rivas** reported that City staff has been working with the representatives of Outbreak Brewery, which is planning on opening a new tap room at the former River Rock Motors auto shop on Main Street.

D. 573 Main Street. DSD **Director Rivas** reported that the City has received building improvement plans for the former Fidelity Bank building. The improvements are being made by the owner of the

building to enhance the building's appearance.

10. **PRESENTATIONS:** None.

11. **DISCUSSION ITEMS:**

A. **Strategy 1.3: Identify current priority employers and future industries and their needs.** The Committee discussed and came to a consensus that without a draft set of criteria or parameters for prioritizing employers, the item should be continued until staff brings forward said draft for Committee discussion. Motion to continue the item to the May 15, 2015 meeting was made by **Member Wager**, and seconded by **Member Miller**. **Motion carried 7-0.**

B. **Strategy 1.1: Implement Business Outreach Visit Program to assess business needs.** The Committee discussed the item and it was the consensus of the Committee that since "Item 9.B feeds Item 9.A," the item should be continued to the next meeting. Motion to continue the item to the May 15, 2015 meeting was made by **Member Payne**, and seconded by **Member Kaiserman**. **Motion carried 7-0.**

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

A. **Report on Adoption of PACE Program: DSD Director Rivas** reported that at their meeting on April 14, 2015, the City Council approved staff's recommendation and adopted the resolution to include all properties within the City of Placerville corporate limits into the CSCDA Open PACE Program.

B. The Committee asked whether there was any follow-up on the review of the Placer County Economic Development website. **Member Wager** indicated that the individual members were to review the website on their own and report back to the Committee. The Committee asked staff to research who the third-party website sponsor is and what the costs are, if any.

13. **ITEMS FOR NEXT AGENDA:**

Member Kaiserman requested that the Committee consider an alternative date and time to meet.

14. ADJOURNMENT:

The meeting was adjourned by Chair Brown at 12:45 p.m., to the next regular meeting of May 15, 2015.



M. Cleve Morris
City Manager