

MINUTES

**CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, MARCH 20, 2015, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA**

1. **CALL TO ORDER:** The meeting was convened at 12:05 p.m. The Pledge of Allegiance was recited.

2. **ROLL CALL:**

Members Present: Chair Brown, Brent-Bumb, Meuser, Miller, Payne, Wager

Members Absent: Kaiserman

Staff Present: Morris, Rivas

3. **INTRODUCTION OF NEW MEMBERS:**

Chair Brown welcomed new Committee members Mickey Kaiserman and Dolly Wager.

4. **ADOPTION OF AGENDA:**

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

5. **ADOPTION OF THE MINUTES OF THE MEETING OF February 20, 2015.**

Adoption of the Minutes was moved by **Member Brent-Bumb**, and seconded by **Member Payne**. **Motion carried 5-0. Member Wager Abstained.**

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

Member Brent-Bumb noted a meeting of the Sustainable Forest Action Coalition and efforts to improve our forests. **Member Brent-Bumb** noted that the meeting went very well.

7. **INFORMATIONAL ITEMS:**

A. Sacramento Business Journal Article: "Placerville hotel approved five years ago plans to move ahead." City Manager Morris reported that the article is a result of a Planning Commission meeting where the owners of the Forni Road Hotel Project were requesting to amend their Site Plan.

8. PRESENTATIONS:

- A. Review of Placer County Website.** City Manager Morris reviewed the Placer County website with the Committee and requested input. It was requested that staff bring back recommendations to improve the City of Placerville website.
- B. Presentation by Randy Wagner of SEDCorp regarding new programs for Placerville.** City Manager Morris noted that Mr. Wagner was unable to make the meeting and would make the presentation at the April 17, 2015 PEAC meeting.

9. DISCUSSION ITEMS:

- A. Strategy 1.4: Identify inventory of vacant and/or underutilized commercial buildings and property and prepare websites/brochures for marketing to future users.** City Manager Morris and Development Services Director Rivas updated the Committee and plan to create the data base of commercial and industrial properties and buildings.
- B. Review Matrix of PACE Programs and Make Recommendation to City Council.** City Manager Morris updated the Committee on the status of the PACE Program. Scheduled to go to Council on April 14, 2015.
- C. Strategy 1.3: Identify current priority employers and future industries and their needs.** The Committee discussed who, or what parameters should be used to identify priority employers. The Committee requested that staff bring back a matrix of the City's Business Outreach Visits. The Committee recommended that staff prepare criteria or parameters for priority employers. Motion to direct staff to bring back criteria for priority employers was made by Member Brent-Bumb, seconded by Member Payne. Motion carried 6-0.

10. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- A.** Staff noted that the deadline for submission of applications for the Blue Ribbon Committee for the courthouse reuse was extended through March 20, 2015 at 3:00 p.m.
- B.** Staff reminded the Committee of the El Dorado Trails Project Opening Ceremony, Saturday, March 28, 2015 at 10:00 a.m. The ceremony will begin at the intersection of Forni Road and Ray Lawyer Drive.
- C.** City Manager Morris gave an update on the Hotel Feasibility Study.

D. City Manger Morris gave an update on the status of the Gateway Hotel and renewed interest in the project.

11. ITEMS FOR NEXT AGENDA:

Presentation by Randy Wagner of SEDCorp on programs geared toward Placerville for 2015. Continued discussion of Priority Employers. Election of officers.

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



M. Cleve Morris, City Manager