

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, JANUARY 16, 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, Meuser, Miller, Payne
Members Absent: Vice-Chair Grado, Vacancy
Staff Present: Morris

3. **ADOPTION OF AGENDA:**

Chair Brown requested that Item 7A be moved to 9B. With that change, 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 December 19, 2014:**

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:**

Randy Wagner of SEDCORP addressed the Committee and expressed his desire to work more closely with the City over the coming year. He offered two things he hopes to implement this year: (1) Training - 3-day business owner training and two Performance Workshops; and (2) Financial assistance program based on the results of the *Paint What Matters* Project. The Committee suggested that we schedule Mr. Wagner for a presentation in the future.

6. **INFORMATIONAL ITEMS:**

Staff reported on three information items. Two were articles of interest to the Committee regarding entrepreneurship and business incubators. A brief discussion took place. The third item was reported on the submittal of a Preliminary Plan Review for a remodel and addition of the "Spanky's Restaurant Master Plan."

7. **PRESENTATIONS: Item 7A Moved to 9B.**

8. **DISCUSSION ITEMS:**

- A. **Strategy 2.5: Develop marketing program to actively recruit one or more motel/hotels on identified and approved hotel sites.** Mr. Morris announced the review of proposals by **Members Brown and Miller** for a Hotel Feasibility Study. It was suggested that the Committee recommend to the City Council acceptance of the proposal by HVS Consultants. Comments were received from Danica Olivo and Cindy Savage. After discussion, a motion was made by **Member Payne**, and seconded by **Member Meuser**, to recommend the proposal of HVS Consultants to the City Council. **Motion carried 5-0.**
- B. **Strategy 1.4: Identify inventory of vacant and/or underutilized commercial buildings and property and prepare websites/brochures for marketing to future users.** The Committee discussed the potential process and other ideas to develop this inventory. It was agreed that this item would be brought back to the next meeting.
- C. **Strategy 1.3: Identify current priority employers and future industries and their needs.** Due to time constraints, staff requested that the Committee review information regarding priority employers and continue this item to the next agenda.

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

- A. **Distribute Member letters for reapplying for PEAC.** Letters were distributed.
- B. **Presentation: Main Street Rehabilitation Project.** Staff presented the current plans for rehabilitating Main Street from Sacramento Street to Bedford. No action taken.

10. **ITEMS FOR NEXT AGENDA:**

El Dorado County Transportation Commission will make a presentation on the Bay to Tahoe Transportation Study. Discuss a process for looking at a Commercial Property Inventory and the identification of Priority Employers.

11. **ADJOURNMENT:**

Motion to adjourn the meeting at 1:40 p.m. was made by **Member Brent-Bumb**, seconded by **Member Payne**. **Motion carried 5-0.**



M. Cleve Morris, City Manager