

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, October 16, 2015, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 12:04 p.m. The Pledge of Allegiance was recited.

2. **ROLL CALL:**

Members Present: Chair Brown, Vice Chair Miller, Brent-Bumb
(arrived at 12:04 p.m.) Kaiserman, Meuser, Wager
Members Absent: Payne
Staff Present: Morris, Rivas

3. **ADOPTION OF AGENDA:**

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

4. **ADOPTION OF THE MINUTES OF THE MEETING OF September 18, 2015:**

Adoption of the Minutes was moved by **Member Kaiserman**, and seconded by **Member Miller**. **Member Brown abstained. Motion carried 5-0.**

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

6. **INFORMATIONAL ITEMS:** None.

7. **PRESENTATIONS:**

A. Presentation by The Retail Coach, C. Kelly Cofer, President:
The Committee received a presentation by Mr. Cofer of The Retail Coach.
No action was recommended.

8. **DISCUSSION ITEMS:**

A. Discuss implementation of Goal 2, Strategies 2.1 and 2.2:

2.1 Conduct a tourism conference for identifying the needs of the City of Placerville. Create a needs assessment document and distribute to City businesses creating buy-in to a tourism conference. Consider length of conference and times to accommodate business needs.

2.2 Prepare and implement a unified tourism marketing plan utilizing stakeholders including El Dorado Chamber of Commerce, El Dorado County, Placerville Business Districts, El Dorado Arts Council, etc.

General discussion of the items took place. No Action was recommended. Member Brent-Bumb was to check with the Visitors Authority on whether or not to host a Tourism Conference. Mr. Morris was continuing to work with the Chamber on a potential marketing strategy.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

A. Update on Main Street Court House Reuse Blue Ribbon Committee:

Mr. Morris gave an update on the status of the Blue Ribbon Committee and its membership.

B. Update on Potential Hotel Development:

Mr. Morris gave an update on the Hampton Inn Hotel Project.

10. ITEMS FOR NEXT AGENDA: Continued discussion on Strategies 2.1 and 2.2.

11. ADJOURNMENT: The meeting was adjourned by **Vice Chair Brown** at 1:22 p.m.

12. NEXT MEETING: November 20, 2015 Regular Meeting.



M. Cleve Morris
City Manager