

MINUTES

CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, September 18, 2015, 12:00 P.M.  
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 12:08 p.m. The Pledge of Allegiance was recited.
  
2. **ROLL CALL:**  
  
Members Present: Vice Chair Miller, Brent-Bumb, Kaiserman, Payne, Wager (arrived at 12:14 p.m.)  
Members Absent: Chair Brown, Meuser  
Staff Present: Morris, Rivas
  
3. **ADOPTION OF AGENDA:**  
  
Adoption of the agenda was moved by **Member Payne** and seconded by **Member Brent-Bumb**. Motion carried 4-0.
  
4. **ADOPTION OF THE MINUTES OF THE MEETING OF August 21, 2015.**  
  
Adoption of the Minutes was moved by **Member Brent-Bumb** and seconded by **Member Payne**. Motion carried 4-0.
  
5. **ITEMS OF INTEREST TO THE PUBLIC: None.**
  
6. **INFORMATIONAL ITEMS: None.**
  
7. **PRESENTATIONS:**
  - A. **Jeff McLaughlin, Manager, El Dorado County Economic and Business Relations:** Mr. McLaughlin gave a report on the September 1, 2015 meeting held in the El Dorado County Board of Supervisors Chambers on the subject of Broadband service in El Dorado County. Participants in that meeting included Valley Vision, TELUS Ventures, Tahoe Prosperity, SEDCorp, Fortis Telecom, AT&T, Comcast, and Sierra Planning Organization among others. The 3 ½ hour meeting focused on having a county wide feasibility study conducted to consider large scale broadband expansion. Funding sources for the study could include PUC, USDA, and EDA. McLaughlin stated that adequate broadband availability is as necessary as roads, sewer, and water. The County needs a 10-15 year strategy to make the expansion happen.
  
  - B. **Jeff McLaughlin, Manager, El Dorado County Economic and Business Relations:** Mr. McLaughlin summarized his discussions with District 3

County Supervisor Brian Veerkamp regarding how to market the Placerville Airport. McLaughlin would like to spark interest in the Airport and market it regionally to bring in a new clientele – pilots who would fly in, stay locally, vacation here and visit the various county venues. Issues to be examined include airport access, airport capacity, and whether or not the airport can handle buses and small jets. McLaughlin is going to produce a professionally printed flyer that can be distributed.

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.**

Mr. Morris gave an overview and stated that he is working with the Chamber and the County to develop something more specific to the City. Morris also asked if there is interest in having a tourism conference that would include hotels, rafting industry, restaurants, wineries, B&Bs, etc. **Member Brent-Bumb** would like to see all hospitality business at the table and that we should ask the Visitors Authority Council what they think before we move forward. **Brent-Bumb** indicated that she would ask the Visitors Authority to agendize a meeting to discuss. Morris indicated that he is having a meeting next week with **Brent-Bumb** and Jody Franklin, Director of Tourism.

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 discussions held between staff and proponents of the proposed Hampton Inn Hotel. Morris indicated that the City Council considered the Placerville Hotel Incentive Program and a Hotel Incentive Agreement with All Four One, LLC for construction of the hotel at the former Holiday Inn Express Hotel site at Point View Drive and Jacquier Road. The 112 room hotel with a 3,000 square foot conference room is expected to break ground this coming spring.

- C. **Member Wager** stated that the Christmas Trees on Highway 50 reservations must be made by October 1<sup>st</sup>.
10. **ITEMS FOR NEXT AGENDA:** Continued discussion on Strategies 2.1 and 2.2.
11. **ADJOURNMENT:** The meeting was adjourned by **Vice Chair Miller** at 1:17 p.m.
12. **NEXT MEETING:** October 16, 2015 Regular Meeting.



M. Cleve Morris  
City Manager