

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, MAY 16, 2014, 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:**

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| Members Present: | Chair Brown, Brent-Bumb, Clerici, Grado, Meuser, Miller, Payne |
| Members Absent: | None |
| Staff Present: | Morris, Rivas |

3. **ADOPTION OF AGENDA:**
Adoption of the agenda was moved by **Member Clerici**, and seconded by **Member Payne**. Motion carried 7-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF MARCH 21, 2014.**
Adoption of the Minutes was moved by **Member Clerici**, and seconded by **Member Miller**. Motion carried 7-0.

5. **ITEMS OF INTEREST TO THE PUBLIC:**
Carol Anne Ogdin addressed the Committee and stated that the adopted *Economic Development Strategy* does not contain any performance standards by which the Committee/City can determine if any of the strategies are successful or not. Ms. Ogdin recommended that the Committee consider identification of performance standards to be used for gauging the success or failure of economic development strategies, polices, or programs.

6. **INFORMATIONAL ITEMS:** The following reports were briefly reviewed.

A. Report on Business Outreach Visits.
 - Cary House Hotel
 - El Dorado Arts Council
 - The Tree House
Committee members requested that staff develop a response process to address the *Questions/Comments for Follow-up* section on the *Business Outreach Visit* summaries.

7. **PRESENTATIONS:** None.

8. **DISCUSSION ITEMS:**

- A. **Strategy 1.3: Identify current priority employers and future industries and their needs.** The Committee briefly discussed the Golden Sierra Workforce Investment Reports. The goal of the reports is to assist in developing a list of priority employers.
- B. **Strategy 1.5: Encourage and support the expansion of public infrastructure and services to meet the demands of existing and future targeted industries.** City Manager Morris reviewed the potential for a Sales Tax measure to assist with replacing infrastructure. Comments from the Committee were solicited.
- C. **Strategy 1.6: Identify and partner with various stakeholders to attract and retain priority businesses. Implement Collaboration team consisting of City, County and Chamber members to quickly respond to needs of potential businesses. Assign PEAC Chamber representative to participate in County Economic Development Advisory Committee (CEDAC) and invite a CEDAC member to attend PEAC meetings.** City Manager reported that this strategy is partially completed with the appointment of Kris Payne as a liaison to the Committee from CEDAC. Jim Claybaugh, Economic & Business Relations Manager for the County has also expressed interest in attending PEAC meetings and will be invited to all future meetings.
- D. **Strategy 2.5: Develop marketing program to actively recruit one or more motel/hotels on identified and approved hotel sites.** Mr. Morris reviewed information from various sources including the County's Bay to Tahoe Transportation Study. In addition information regarding hotels from the Buxton report was shared with the Committee.
- E. **Strategy 4.1: Through the use of the Buxton ID Program, identify and prioritize retail businesses for location or expansion.** Staff reviewed some of the Buxton Reports with the Committee. No action taken.
- F. **Strategy 5.1 Review Economic Development Strategy to ensure consistency with General Plan Policies.** Development Services Director Pierre Rivas distributed a report outlining consistency between the two plans at the last meeting, reported on the format of the documents, discussed the finding of consistency. No comments were received by Committee members.

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

Committee Member Clerici recommended that the Committee consider an alternative meeting time.

10. **ADJOURNMENT:**
Chair Brown adjourned the meeting at 1:40 p.m.



M. Cleve Morris
City Manager