

MINUTES

CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, FEBRUARY 21, 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:**  
  
Members Present: Chair Brown, Brent-Bumb, Clerici, Meuser, Miller, Payne  
Members Absent: Grado  
Staff Present: Morris, Rivas  
Note: Members Brent-Bumb and Miller arrived after Item 4.
  
3. **ADOPTION OF AGENDA:**  
Adoption of the agenda was moved by **Member Clerici**, and seconded by **Member Payne**. Motion carried 4-0.
  
4. **ADOPTION OF THE MINUTES OF THE MEETING OF JANUARY 17, 2014.**  
Adoption of the Minutes was moved by **Member Clerici**, and seconded by **Member Meuser**. Motion carried 4-0.
  
5. **ITEMS OF INTEREST TO THE PUBLIC:**  
None
  
6. **INFORMATIONAL ITEMS:**
  - A. **Member Payne** and **City Manager Morris** reported on their presentation to CEDAC. The presentation was received well.
  
  - B. Report on Business Visits: Staff reported that no visits were completed this month. The Committee requested that the process be emphasized to continue the visits.
  
7. **PRESENTATIONS:**
  - A. Jerry Barton and Jeffrey Molinari presented a proposal for a bike park in Placerville. They are very early in their process and only presented the concept at this time. The Committee encouraged them to obtain additional details. The Committee seemed to support the concept.

8. **DISCUSSION ITEMS:**

A. **Implementation of Strategies.**

**Strategy 1.2: Presentation by IT Staff on potential platforms for Business to Business Portal.**

City IT Director George Spriggs discussed potential platforms with the Committee. After questions, Mr. Spriggs agreed to bring back options at our next meeting.

**Strategy 1.3: Meeting with Golden Sierra Workforce Investment Board to review data to accomplish this strategy.**

**City Manager Morris** and **Committee Member Brent-Bumb** reported that they have received preliminary data but still want to meet with Golden Sierra to obtain data to present to the Committee. They will report back at the next meeting.

**Strategy 1.5: City Council considering Sales Tax Measure to assist with streets maintenance and facilities.**

**City Manager Morris** reported on a meeting held with the Council to consider a Sales Tax Measure to assist with infrastructure, primarily street maintenance. Staff will continue to report on these efforts and others to improve infrastructure.

**Strategy 1.6: Letter to County Community and Economic Development Advisory Committee.**

**City Manager Morris** reported that a letter has been sent to Jim Claybaugh inviting a member of CEDAC to PEAC meetings. Mr. Claybaugh reported he will attend in the future and that this item will be on the February CEDAC meeting agenda.

**Strategy 2.5: Review Hotel Marketing Information**

Staff reviewed the current marketing information for hotel sites in Placerville and requested that the Committee provide feedback on the information. It was recommended that staff inspect the work that has been done at the Gateway site to determine if there are problems with the foundations and footings that currently exist. Staff agreed to look into it and report back.

**Strategy 4.1: Staff training on Buxton Program.**

Staff reported that the City Manager and Development Services Director received training on the Buxton Program this past month. They will bring back a report on how the program can be further used to market for new retail businesses in Placerville.

**Strategy 5.1: Review Strategies to confirm their consistency with the General Plan.**

**Development Services Director Pierre Rivas** reported that he has reviewed the Strategies and determined they are consistent with the General Plan. Mr. Rivas agreed to bring back a report to the Committee at our next meeting outlining the results of his review and how the specific strategies fit with General Plan goals and policies.

No formal action was necessary. The Committee agreed by consensus to follow up as outlined above.

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

- A. Member Brent-Bumb** mentioned a presentation to be made on February 28, 2014 to the Cameron Park Community Services District by the El Dorado Irrigation District on their Drought Plan.
- B. Member Payne** mentioned several items of interest coming up on February 24 and 25, 2014 Board of Supervisors meetings, including the Travel Demand Model, a discussion of Measure Y and Housing Demand Numbers.

**10. ITEMS FOR NEXT AGENDA:**

- A. City Manager Morris** reported that Deb Jensen of the El Dorado Arts Council will make a presentation on the arts and their relation to economic development at our next meeting.

**11. ADJOURNMENT:**

**Member Brent-Bumb** made a motion to adjourn the meeting at 1:40 p.m., seconded by **Member Clerici**, to the next Regular Meeting of **March 21, 2014**.



**M. Cleve Morris**  
City Manager