

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, JANUARY 17, 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, Clerici, Grado, Meuser, Payne, Brent-Bumb
 - Members Absent: Miller
 - Staff Present: Morris, Rivas
3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Brent-Bumb**, and seconded by **Member Clerici**. **Motion carried 6-0.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF DECEMBER 20, 2013.**

Adoption of the Minutes was moved by **Member Clerici**, and seconded by **Member Brent-Bumb**. **Motion carried 6-0.**
5. **ITEMS OF INTEREST TO THE PUBLIC:** None.
6. **INFORMATIONAL ITEMS:**
 - 6A. Staff and the Committee discussed progress on the renovation of **301-305 Main Street Buildings**.
 - 6B. Staff confirmed the appointment to make a presentation to the Community and Economic Development Advisory Committee on January 23, 2014 at 1:00 p.m. **Member Kris Payne** will represent PEAC with staff.
 - 6C. **City Manager Morris** reported on the status of the City's Business Outreach Visits program and indicated that a meeting is scheduled with the El Dorado Arts Council for Wednesday, January 22, 2014, at 1:00 p.m.
7. **PRESENTATIONS:**
 - 7A. **City Manager Morris** presented Certificates of Appreciation to Committee members.

8. **DISCUSSION ITEMS:**

8A. **Review, Prioritize and Establish Procedure and Responsibility for Implementation of Strategies.**

City Manager Morris discussed the following strategies and recommendations for action:

Strategy 1.2: Staff to discuss with IT Department and bring back report at February 2014 meeting.

Strategy 1.3: **Member Brent-Bumb** distributed reports from Golden Sierra Workforce Investment Board detailing Industries of Opportunity. The Committee asked **Member Brent-Bumb** and **City Manager Morris** to meet with Golden Sierra to see if reports can be produced for Placerville.

Strategy 1.5: **City Manager Morris** noted the City Council Workshop regarding infrastructure to occur on Thursday, January 23, 2014, and encouraged the Committee to attend. Following that workshop, additional discussion will take place on this item.

Strategy 1.6: This Strategy is partially implemented. Suggested a meeting with the new County Economic Development Director and City Manager Morris. A formal invitation will be sent to the Community and Economic Development Advisory Committee to invite a member to attend our meetings.

Strategy 2.5: **City Manager Morris** to bring back current marketing information on hotel sites to next meeting to discuss additional measures to recruit hotels.

Strategy 4.1: Staff to schedule training in the next few weeks. Following training, staff will bring back reports for discussion and fulfill this Strategy.

Strategy 5.1: Development Services Director Pierre Rivas to perform review and report back at February 21, 2014 meeting.

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

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

9A. **Member Brent-Bumb** requested that the City send a representative on the Chamber Study Mission. The cost is approximately \$2,400. Staff agreed to forward the request to City Council.

10. **ITEMS FOR NEXT AGENDA:** None noted other than follow-up from this meeting.

11. **ADJOURNMENT:**

Member Clerici made a motion to adjourn the meeting at 1:25 p.m., seconded by **Member Grado**, to the next Regular Meeting of **February 21, 2014**.



M. Cleve Morris,
City Manager