

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, OCTOBER 17, 2014, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 12:05 p.m. The Pledge of Allegiance was recited.

2. **ROLL CALL:**

Members Present: Chair Brown, Clerici, Meuser, Payne
Members Absent: Vice-Chair Grado, Brent-Bumb, Miller
Staff Present: Morris, Rivas

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 September 19, 2014.**

Adoption of the Minutes was moved by **Member Clerici**, and seconded by **Member Payne**. Motion carried 3-0, **Member Brown** abstained.

5. **ITEMS OF INTEREST TO THE PUBLIC:**

Kirk Smith spoke to the Committee regarding lack of parking on Main Street. He proposed adding parking off of Reservoir Street by lowering the street to the level of Main Street.

Evelyn Veerkamp asked about funding for Community Promotions Grants.

A question was asked as to why the Chamber is closed on Saturday. Chair Brown clarified that the Chamber is generally open on Saturday, at least in the morning, depending on volunteers.

6. **INFORMATIONAL ITEMS:**

Pierre Rivas reported on a study contracted through SACOG, being completed by Portland State University. The study is focused on economic development. Mr. Rivas also reported on four other projects as follows: New Courthouse Draft EIR, Reconstruction of 49er Credit Union on Placerville Drive, SACOG workshops for the update of the Metropolitan Transportation Plan, and interest being shown in the next phases of the Cottonwood residential project.

7. **PRESENTATIONS:** None.

8. **Discussion Items**

Minutes, October 17, 2014

Approved December 19, 2014

- A. **Strategy 2.5: Develop marketing program to actively recruit one or more motel/hotels on identified and approved hotel sites.** Mr. Morris updated the Committee on the RFP for a feasibility study. The proposal will go to the Council on October 28, 2014 for consideration.
- B. **City App Presentation - Continued Discussion:** The Committee discussed the presentation from the previous meeting. The direction at this time was to not consider the app further at this time.
- C. **Discussion of the Reuse Process for Historic Main Street Courthouse:** Staff informed the Committee that City and County staffs are still working on the makeup of the Committee and will bring back recommendations to the City Council and the Board of Supervisors. Member Payne recommended that someone representing the Historical Community be on the Committee. Member Clerici discussed the unknown of the actual effect of the court moving. Comments were also heard from Kirk Smith and Stan Morris. Motion to recommend to the City Council that a study be done to look at the real economic impact on downtown of the court moving by **Member Payne**, and seconded by **Member Meuser**. Motion carried on a 4-0 vote.
- D. **Discussion of Results of August 11, 2014 Workshop.** The Committee discussed the workshop and what took place. It was agreed that the current strategic plan is working and should not be changed other than ongoing minor changes as necessary. Comments were received from Stan Morris.

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

Member Clerici noted discussions he had regarding the fairgrounds and successes in Madera County with commercializing their fairgrounds. Member Payne mentioned discussion in the County regarding equestrian facilities and the need to be prepared for the Gold Panning Championships.

10. **ITEMS FOR NEXT AGENDA.**

Staff requested the Committee review the Strategy and make requests for agenda items for the next meeting.

11. **ADJOURNMENT:**

Motion to adjourn the meeting at 1:37 p.m. by **Member Payne**, and seconded by **Member Clerici**. Motion carried on a 4-0 vote.


 M. Cleve Morris, City Manager