

MINUTES

CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, SEPTEMBER 19, 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: Vice-Chair Grado, Brent-Bumb, Clerici, Miller, Payne  
Members Absent: Chair Brown, Meuser  
Staff Present: Morris, Rivas
  
3. **ADOPTION OF AGENDA:**  
  
Adoption of the agenda was moved by **Member Clerici**, and seconded by **Member Miller**. Motion carried 5-0.
  
4. **ADOPTION OF THE MINUTES OF THE MEETINGS OF July 18, 2014 and August 11, 2014.**  
  
Adoption of the Minutes was moved by **Member Clerici**, and seconded by **Member Brent-Bumb**. Motion carried 5-0.
  
5. **ITEMS OF INTEREST TO THE PUBLIC:**  
  
Stan Morris spoke regarding the closing of the Historic Court House.
  
6. **INFORMATIONAL ITEMS:**  
  
6A. **Report on Business Visits: Pizza Bene.** The Committee reviewed a report prepared for Pizza Bene.
  
7. **PRESENTATIONS:**  
  
7A. **City App Presentation. Steve Harari.** Due to time constraints, by consensus the Committee requested that this item be rescheduled for a future meeting for further discussion.  
  
7B. **World Gold Panning Championship Presentation.** A presentation was made by Janine D'Agostini and Kara Adema. The Committee made a recommendation that the City consider becoming a sponsor at the \$7,500 level. A motion to make the recommendation to the City Council was made by **Member Brent-Bumb**, and seconded by **Member Clerici**. Motion carried 5-0.

8. **DISCUSSION ITEMS:**

8A. **Strategy 2.5: Develop marketing program to actively recruit one or more motel/hotels on identified and approved hotel sites.** The Committee reviewed a proposal for a feasibility study and a draft Request for Proposals for a feasibility study for the hotel sites. After discussion, it was moved by **Member Clerici** and seconded by **Member Brent-Bumb** to recommend to the City Council that they approve the Request for Proposals for a feasibility study and send out the request to obtain proposals. **Motion carried on a 5-0 vote.**

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

Staff informed the Committee of a new Chrysler/Jeep/Dodge/Ram auto dealership on Forni Road scheduled to open in November 2014. Staff has also been contacted by a potential hotel developer who is interested in the Point View Drive hotel site.

10. **ITEMS FOR NEXT AGENDA.**

The Committee requested two items for the next meeting: (1) A review of the results of the August 11, 2014 workshop; and (2) A review of the reuse process for the Historic Courthouse.

11. **ADJOURNMENT:**

Motion to adjourn the meeting at 1:34 p.m. by **Member Payne**. Seconded by **Member Clerici**. **Motion carried on a 5-0 vote.**



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M. Cleve Morris  
City Manager