

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, JULY 18, 2014, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 12:04 p.m. The Pledge of Allegiance was recited.
2. **ROLL CALL:**

Members Present:	Vice Chair Grado, Clerici, Meuser, Miller, Payne
Members Absent:	Chair Brown, Brent-Bumb
Staff Present:	Morris
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 MEETING OF June 20, 2014.**

Adoption of the Minutes was moved by **Member Clerici**, and seconded by **Member Miller**. Motion carried 5-0.
5. **ITEMS OF INTEREST TO THE PUBLIC:** None.
6. **INFORMATIONAL ITEMS:**
 - 7A. **Report on Business Visits:** None. The Committee requested efforts to schedule visits to new businesses: Pizza Bene on Main Street at the Bell Tower, Old Towne Deli at Main Street and Clay St., and the new pizza restaurant in the former Pizza Factory in the Hangtown Village Square shopping center on Broadway.

The Committee also requested that staff meet with hotel operators in the City to discuss upgrading of their facilities.
7. **PRESENTATIONS:** None.
8. **DISCUSSION ITEMS:**
 - 8A. **Discuss upcoming World Gold Panning Championship and possible ways to use to our advantage.** The Committee requested a presentation by those marketing the World Gold Panning Championship at our meeting of September 19, 2014.

8B. **Strategy 2.5: Develop marketing program to actively recruit one or more motel/hotels on identified and approved hotel sites.** Significant discussion took place regarding the type of hotel we should be attracting-
-boutique versus upscale. The Committee again recommended meetings with existing hotels and discussions with Buxton regarding what assistance they can provide. A motion was made by **Member Payne** to recommend to the City Council that the City fund a feasibility study to determine the parameters for attracting a hotel to Placerville. The motion was seconded by **Member Miller**. **Motion carried on a 5-0 vote.**

9. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS.** None.

10. **ITEMS FOR NEXT AGENDA.**

The Committee will receive two presentations at the September Meeting, a new smart phone application (App) called "City Maker" and a presentation from the promoters of the World Gold Panning Championships.

11. **ADJOURNMENT:**

Motion by **Member Payne** to cancel the August 15, 2014 regular meeting due to the special meeting on August 11th seconded by **Member Clerici**. **Motion carried on a 5-0 vote.**

Motion to adjourn the meeting at 1:28 p.m. by **Member Meuser**, Second by **Member Clerici**. **Motion carried on a 5-0 vote.**



M. Cleve Morris
City Manager