

MINUTES

CITY OF PLACERVILLE  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
FRIDAY, May 17, 2013, 12:00 P.M.  
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 12:03 p.m. The Pledge of Allegiance was recited.
  
2. **ROLL CALL:**  

Members Present:	Vice-Chair Grado, Clerici, Miller, Payne, Meuser, Brent-Bumb
Members Absent:	Chair Brown
Staff Present:	Morris
  
3. **ADOPTION OF AGENDA:**  
Adoption of the Agenda was moved by **Member Clerici**, and seconded by **Member Payne**. Motion carried 6-0.
  
4. **ADOPTION OF THE MINUTES OF THE MEETING OF MARCH 15, 2013.**  
Adoption of the Minutes was moved by **Member Brent-Bumb**, and seconded by **Member Clerici**. Motion carried 6-0.
  
5. **ITEMS OF INTEREST TO THE PUBLIC:** None
  
6. **INFORMATIONAL ITEMS:** None
  
7. **DISCUSSION ITEMS:**
  - 7A. **Discussion of input from the April 22, 2013 Joint Meeting of City Council, Planning Commission and EDAC to discuss the City's Economic Development Strategy.**  
City Manager Morris reviewed the recommended changes based on the input from the Joint Meeting. **Member Brent-Bumb** recommended to the City Council approval of the Strategy as amended, seconded by **Member Payne**. Motion carried 6-0.
  
  - 7B. **Begin discussing approaches to development of specific economic strategies.**  
City Manager Morris discussed options with the Committee establish strategies to accomplish the goals and objectives. The Committee requested that Staff prepare samples of drafts for each objective and at the next meeting they would divide into subcommittees to discuss the strategies. The Committee unanimously agreed to the process. **No Action**.
  
  - 7C. **Discussion of possible Committee name change.**  
City Manager Morris suggested that the Committee consider a name change to avoid confusion with El Dorado County Arts Council (EDAC). After some discussion it was agreed to recommend a name change to **Placerville Economic Advisory Committee - PEAC** (Pronounced *Peak*). **Member Clerici** made a motion to recommend the name change to City Council, seconded by **Member Payne**. Motion carried 6-0.
  
8. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**  
**Member Payne** noted the Historic walking tour the Planning Commission recently participated in; it was requested that the Committee participate in a tour. Some members are unable to attend in June, so it was recommended that the tour take place in July.
  
9. **ITEMS FOR NEXT AGENDA:**  
By consensus, the Committee agreed that the next agenda will include the following:
  - Begin development of strategies to support objectives.
  
10. **ADJOURNMENT:**  
**Member Clerici** made a motion to adjourn the meeting at 1:10, seconded by **Member Miller**, to the next regular meeting of **June 21, 2013**.

  
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M. Cleve Morris  
City Manager