

MINUTES

CITY OF PLACERVILLE  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
FRIDAY, FEBRUARY 15, 2013, 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, Vice-Chair Grado, Clerici, Payne, Miller, Meuser, Brent-Bumb (12:06 arrival).  
**Members Absent:** Grado.  
**Staff Present:** Webb.

3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by Member Payne, and seconded by Member Clerici.

Motion carried 5–0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF FEBRUARY 15, 2013.**

Adoption of the Minutes was moved by Member Meuser, and seconded by Member Clerici.

Motion carried 5–0.

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

Public comment was received from Stan Morris (presentation of a handout on the concept of producing a video of Historic Main Street).

6. **INFORMATIONAL ITEMS:**

6A. Presentation by Stem Express. Cate Dyer of Stem Express presented an overview of the company and answered questions from the Committee.

Member Brent-Bumb departed the meeting at 2:04.

7. **DISCUSSION ITEMS:**

7A. Discussion of Economic Development Strategy Goals and Objectives.

Director Webb introduced the Staff Report. The Committee discussed the six proposed goals set forth in the staff report. Incorporation of an edit to Objective #2 of the draft strategy, and forwarding the strategy to the City Council for check-in at the March 12, 2013 City Council meeting was moved by Member Payne, and seconded by Member Miller.

Motion carried 5–0.

Members Payne and Miller volunteered to attend the March 12, 2013 City Council meeting to represent the Committee.

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

8A. Business Updates From Staff.

Director Webb provided verbal updates of several projects including the Pompei restaurant space on Main Street, County Fair Shopping Center,

Western Placerville Interchanges, Tractor Supply, and Mountain Democrat projects.

**8B. General Updates from Staff and Committee Members.**

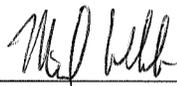
Member Payne noted that the **Placerville Downtown Association** is discussing barricade locations for special events and possibility of moving them to Sacramento Street.

**9. ITEMS FOR NEXT AGENDA:**

Discussion of developing strategies for the **Economic Development Strategy**.

**10. ADJOURNMENT:**

Chair Brown adjourned the meeting at 1:33 p.m., to the regular meeting of **March 15, 2013**.



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**Mike Webb**  
Director of Development Services