

MINUTES

CITY OF PLACERVILLE
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
FRIDAY, JANUARY 18, 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: None
Staff Present: Morris, Webb.

3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by Member Payne, and seconded by Member Miller.
Motion carried 6-0.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF NOVEMBER 16, 2012.**

Adoption of the Minutes was moved by Member Payne, and seconded by Member Miller. Motion carried 6-0.

5. **ITEMS OF INTEREST TO THE PUBLIC:** Member Clerici noted an article on the Hangtown Fry in *Saveur* magazine.

6. **INFORMATIONAL ITEMS:**

6A. Presentation by Stem Express. This item was postponed to the February 15, 2013 meeting.

7. **DISCUSSION ITEMS:**

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

City Manager Morris and Director Webb introduced the Staff Report. The Committee discussed the six proposed goals set forth in the staff report. **By consensus, the Committee suggested edits to the goals and requested that staff return with clarifications to goal #6 for further discussion prior to formal action.** Staff will return with a supplemental report to summarize the edits to the goals.

Public Comment was received from Evelyn Veerkamp.

7B. **Business Outreach Visits.**

Director Webb introduced the Staff Report. **By consensus, the Committee concurred with the approach of conducting business outreach visits set forth by Staff.** Member Payne suggested that the summary set forth in the staff report be presented to the Business Associations for input.

7C. **Request for Committee Endorsement letter for City Application to the Preserve America Communities Program.**

Director Webb introduced the Staff Report. **By consensus, the Committee supported an application for the City to become a Preserve America Community and appointed Chair Brown to provide an endorsement letter on behalf of the Committee.**

8. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

8A. Business Updates From Staff.

This item was postponed to the February 15, 2013 meeting.

8B. General Updates from Staff and Committee Members.

None.

9. ITEMS FOR NEXT AGENDA:

By **consensus**, the **Committee** agreed that the next agenda will include the following:

Presentation by Stem Express. Continue the Discussion of Goals and Objectives for the City of Placerville's Economic Development Strategy.

10. ADJOURNMENT:

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



Mike Webb
Director of Development Services