

MINUTES

CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, NOVEMBER 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, Clerici, Grado, Miller, Meuser, Payne  
Members Absent: Brent-Bumb  
Staff Present: Morris, Rivas
  
3. **ADOPTION OF AGENDA:**  
Adoption of the agenda was moved by **Member Clerici**, and seconded by **Miller**. Motion carried 6-0.
  
4. **ADOPTION OF THE MINUTES OF THE MEETING OF OCTOBER 18, 2013:**  
Adoption of the Minutes was moved by **Member Clerici**, and seconded by **Member Meuser**. Motion carried 6-0.
  
5. **ITEMS OF INTEREST TO THE PUBLIC:** None.
  
6. **INFORMATIONAL ITEMS:**
  - 6A. Staff and the Committee discussed progress on the renovation of **301-305 Main Street Buildings**.
  
  - 6B. Staff reported a request from the County Economic Development Committee to make a presentation on the City's Strategy in January. Staff requested a PEAC member assist in that presentation. It was agreed that Kris Payne would represent PEAC with staff.
  
7. **PRESENTATIONS:**
  - 7A. **Buxton Presentation - Lisa Hill-McCay**  
Ms. McCay presented the results of the Buxton Program to the Committee.
  
  - 7B. **Michael Essex**  
Mr. Essex presented various ideas on how he would like to help the Committee with economic development. The Committee agreed to consider his assistance once the final Strategy is adopted.
  
8. **DISCUSSION ITEMS:**

- 8A. **Review and approve final recommended Strategy 2.5 under Goal 2.**  
City Manager Morris requested the Committee consider an additional Strategy 2.5 under Goal 2. The Committee agreed. **Member Payne** moved to approve Strategy 2.5, seconded by **Member Meuser**.  
**Motion carried 6-0.**
- 8B. **Review and approve final recommended Strategies for Goal 4.**  
The Committee reviewed the proposed strategies for Goal 4. Amendments were made to the Objective plus Strategies 4.4 and 4.5. Following discussion, **Member Miller** moved to approve the Objective and Strategies for Goal 4, seconded by **Member Clerici**.  
**Motion carried 6-0.**
- 8C. **Review all Goals and adjust timelines and identify Responsibilities and Outcomes as necessary.**  
Staff presented timelines, responsibilities and outcomes for the Committee's approval. After discussion, **Member Brown** moved to approve the timelines, responsibilities and outcomes for all goals and strategies, seconded by **Member Miller**.

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

**Member Miller** reviewed the Business Outreach Visit she attended with the Cary House Hotel. **Chair Brown** reviewed the Business Outreach Visit with Schlotzsky's Restaurant. Both expressed the success of the visits.

10. **ITEMS FOR NEXT AGENDA.** None.

11. **ADJOURNMENT:**

**Member Grado** made a motion to adjourn the meeting at 1:50, seconded by **Member Meuser**, to the next Regular Meeting of **December 20, 2013**.

  
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M. Cleve Morris  
City Manager