

MINUTES

CITY OF PLACERVILLE
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
FRIDAY, JUNE 21, 2013, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 12:05 p.m. The Pledge of Allegiance was recited.
2. **ROLL CALL:**
 - Members Present: Chair Brown, Vice Chair Grado, Clerici, Miller, Brent-Bumb
 - Members Absent: Meuser, Payne
 - 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 MAY 17, 2013.**

Adoption of the Minutes was moved by Member Clerici, and seconded by Member Miller. **Motion carried 6-0.**
5. **ITEMS OF INTEREST TO THE PUBLIC:**

None
6. **INFORMATIONAL ITEMS:**

None
7. **DISCUSSION ITEMS:**
 - 7A. **Discussion of final Mission, Vision, Goals and Objectives as adopted by the City Council. No Action, Information only.**

City Manager Morris reviewed the recommended changes based on the approved goals and objectives.
 - 7B. **Select committees and begin discussion of individual strategies to achieve objectives.**

Two committees were formed. Members Clerici and Brent-Bumb formed one committee and Members Brown, Grado and Miller formed the other. The two committees worked on strategies for Goals 1 and 2. The formal strategies will be brought back to the next meeting. It was agreed that the committees would meet prior to the next meeting to develop strategies for the goals 4 and 6. In addition, it was requested that the City Manager meet with Members Payne and Meuser to form a committee to establish draft strategies for goals 3 and 5. The Committee unanimously agreed to the process.
Comments were received from Evelyn Veerkamp and Stan Morris.
No Action.
 - 7C. **Review proposed Committee Logo.**

Further changes were recommended to bring back for discussion.
8. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS:**

Staff noted two bills being considered by the Legislature. **No Action.**
9. **ITEMS FOR NEXT AGENDA:**

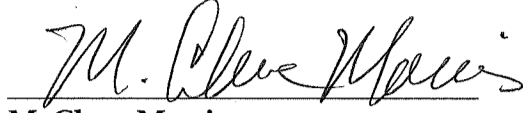
By consensus, the Committee agreed that the next agenda will include the following:

 - Review draft strategies to support objectives. 12:00 – 1:00

- Historic Main Street Tour: 1:00 – 2:00

10. **ADJOURNMENT:**

Member **Clerici** made a motion to adjourn the meeting at 1:45, seconded by Member **Brown**, to the next regular meeting of **July 19, 2013**.



M. Cleve Morris
City Manager