

MINUTES

CITY OF PLACERVILLE
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
THURSDAY, AUGUST 23, 2012, 7:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 7:00 p.m. The Pledge of Allegiance was recited.
 - A. **OATH OF OFFICE:** City Clerk Zito administered the Oath of Office to Committee Members.
 - B. **ROLL CALL:**
 - Members Present: Grado, Clerici, Meuser, Payne, Brown, Miller, Brent-Bumb.
 - Members Absent: None.
 - Staff Present: Morris, Webb.

2. **ELECTION OF CHAIR AND VICE CHAIR:**

Committee Member Brent-Bumb nominated Member Brown as Chair, and Member Grado as Vice-Chair.

The appointments were approved by general consent.

Public comment was received from Evelyn Veerkamp, Michael Drobesh, Kathy Lishman, and George Lowry.

3. **SELECTION OF MEETING DATES AND TIMES:**

By general consent the Committee selected the third Friday of each month from 12:00 to 1:30 as their standing meeting time, with meetings to be held at Town Hall whenever feasible.

4. **DISCUSSION OF OTHER OFFICERS IF NECESSARY:**

By general consent the Committee agreed that no other officers were necessary at this time. Staff will take meeting minutes and post agendas.

5. **REVIEW COMMITTEE, COMMISSION, AND BOARD POLICY MANUAL:**

Morris and Webb presented a summary of the City of Placerville's Committee, Commission and Board Policy Manual and highlights of the Brown Act. Staff will return at the next meeting with clarification on whether Committee Members are subject to conflict of interest reporting and whether Form 700s will be required.

6. **DISCUSSION OF PURPOSE AND GOALS OF THE COMMITTEE:**

Morris presented an overview of the report provided in the Agenda packet.

Webb stated that the results from the July 12, 2012 Neighborhood Chat focused on Economic Development would be posted on the City website and distributed with the next agenda.

Chair Brown noted that the Committee could assist with business walk surveys and business outreach visits for business retention and attraction.

Vice-Chair Grado stated the importance of having a mission statement which explains why Placerville is a desirable location for businesses.

Member Brent-Bumb noted that the Committee may look to community experts and volunteers as part of sub-committee efforts, and stated that business retention and expansion are more important than attraction.

Chair Brown stated that Placerville's Economic Development Strategy will be better and more well-supported if the community is involved in its creation.

Member Payne commented on the distinction between local and County government, and stated his hope the Committee will identify what will not work due to General Plan or land constraints.

Member Grado stated that everything is on the table for recommendations to City Council, and that recommended changes to the General Plan might be discussed.

7. REVIEW OF ECONOMIC DEVELOPMENT PLANS OF OTHER CITIES:

Morris presented a summary of the Economic Development Plan examples provided in the Agenda packet. Webb noted that successful plans have the following common elements:

- Understanding community demographics, opportunities, and strengths;
- Establishment of a clear vision;
- Setting both short and long-term goals;
- Identification of clear, concise action items/tasks to achieve the goals with assignments and timelines, while recognizing constraints.

8. SET AGENDA FOR NEXT MEETING:

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

- Discussion of what elements from various economic development strategies are of value.
- Discussion of what economic development efforts are already underway.
- Inclusion of regular agenda item for Committee and Staff comments and communications.

By general consent, the Committee agreed to receive Committee Member comments.

9. COMMITTEE COMMENTS:

Member Payne commented regarding the need to decide what the City wants in its Economic Development Plan.

Member Miller commented regarding looking forward to discovering what the City's economic development needs are.

Member Meuser noted his desire for a primer on the status of the City's budget, resources, land availability, etcetera.

Chair Brown noted that community or business surveys could be used and helpful; requested information regarding what percent of the City's income is derived from sales tax revenue.

Vice-Chair Grado commented regarding the importance of understanding what attributes and resources the City currently has, and properly articulating the City's goals; stated that Internet sales are the City's greatest economic threat.

Member Brent-Bumb named the following as suggested resources: www.thinkauburnfirst.com and www.neighboromics.com.

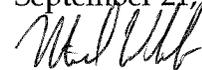
10. PUBLIC COMMENT CONTINUED:

By general consent, the Committee agreed to receive additional public comment.

Public comment was received from Michael Drobesh, George Lowry, and Kathi Lishman.

11. ADJOURNMENT:

Chair Brown adjourned the meeting at 8:30 p.m., to the regular meeting of September 21, 2012.



Mike Webb
Director of Development Services