

MINUTES

CITY OF PLACERVILLE
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
FRIDAY, SEPTEMBER 21, 2012, 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, Meuser, Payne, Miller, Brent-Bumb.
 - Members Absent: Vice-Chair Grado.
 - 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 AUGUST 23, 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:**

Public comment was received from **George Lowry** and **Michael Drobesch**.

6. **INFORMATIONAL ITEMS:**

Informational items were distributed in the agenda packet. **No Action**.

7. **DISCUSSION ITEMS:**
 - 7A. **Establishment of Economic Development Vision Statement.**

After discussion, **Member Payne** moved, and **Member Meuser** seconded, to recommend the following Economic Development Vision Statement to the City Council:

"Placerville is the place for economic vitality and vibrant lifestyle that respects its historic identity."

The motion carried 6–0.

 - 7B. **Discussion of Economic Development Strategy Elements.**

The **Committee** requested links to Economic Development Strategies, including the South Lake Tahoe Prosperity Plan, be included in the next agenda to allow for discussion of this item at a future meeting.

 - 7C. **Discussion of what economic development efforts already underway in the City.**

Member Brent-Bumb noted the following efforts:

 - The County Chamber of Commerce has 501(c)3 status with staff
 - See www.EDC2.org for programs and services
 - Business Resource Center with library
 - One-on-one Business counseling services

- Assistance with business plans and classes twice a year on business plan development
- Assistance in preparing for SBA Loans
- County Economic Development Advisory Committee
- Sierra Economic Development Corporation
- Buxton for retail research
- Chico State as a resource for demographics
- Film Commission
- Visitors Authority

Webb noted the following organizations as examples of current efforts:

- California Capital Financial Development Corporation
- Placerville Business Associations

Public comment was received from **George Lowry** and **Patty Borelli**.

7D. Establishment of Committee Member Agenda packet distribution methods.
By general consensus the **Committee** agreed to receive agenda packets via email distribution.

8. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:
Webb presented the letter sent to the County Fair Shopping Center and provided a status update on the Tractor Supply Store.

Member Payne noted that a timeline for key milestones was put forth for the 301-305 Main Street project to define progress.

9. ITEMS FOR NEXT AGENDA:
By **general consensus**, the **Committee** agreed that the next agenda will include the following:

- Discussion of Mission Statement for the Economic Development Strategy.

10. ADJOURNMENT:

Chair Brown adjourned the meeting at 1:26 p.m., to the next regular meeting of **October 19, 2012**.



Mike Webb
Director of Development Services