



Agenda City of Placerville Placerville Economic Advisory Committee

Regular Meeting
Friday, June 17, 2016 - 12:00 P.M.
Town Hall, 549 Main Street, Placerville, California

1. **CALL TO ORDER:** Pledge of Allegiance.
2. **ROLL CALL:** Chair Brown, Vice Chair Miller, Brent-Bumb, Kaiserman, Meuser, Payne, Wager
3. **ADOPTION OF AGENDA.**
4. **[ADOPTION OF THE MINUTES OF THE MEETING OF May 20, 2016](#)**
5. **ITEMS OF INTEREST TO THE PUBLIC:** (The Committee shall not take action on this item.) **Comments may be limited to 3 minutes.**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the Agenda that is within the subject matter jurisdiction of the Committee. The Chair reserves the right to limit each speaker's time to three minutes. The Chair will recognize the speaker and ask that they state their name for the record. Personal attacks on individuals or comments which are slanderous or which may invade an individual's personal privacy will not be tolerated. PLEASE GIVE ANY WRITTEN MATERIAL PRESENTED AT THE MEETING TO CITY STAFF FOR THE PUBLIC RECORD.

6. **INFORMATIONAL ITEMS:** None
7. **PRESENTATIONS:**
8. **DISCUSSION ITEMS:**
 - A. **Strategy 2.2: Prepare and implement a unified tourism marketing plan utilizing stakeholders including El Dorado Chamber of Commerce, El Dorado County, Placerville Business Districts, El Dorado Arts Council, etc.**

Staff has invited representatives from the Chamber, El Dorado County, Placerville Downtown Association and the El Dorado Arts Council to participate in a discussion of how to create a Unified Tourism Marketing Plan. ([See attached Chamber Proposal](#))

Materials related to this Agenda submitted to the Committee either with or after distribution of the agenda packet are available for public review without delay in the Administration Department at City Hall, 3101 Center Street, 4th floor, during normal business hours. Agendas are also made available online at <http://cityofplacerville.org/meetings>. If you wish to receive this Agenda via email or mail, please send contact information to placerville.adm@gmail.com or call (530) 642-5200.

B. Strategy 1.1: Implement Business Outreach Visit Program to Assess Business Needs

Staff is recommending we re-institute the Business Outreach Visit Program.

Previously we began a Business Outreach Program and the following businesses were visited: Schlotsky's, Tree House, Pizza Bene, Cosmic Café, Cary House and El Dorado Arts Council.

Proposed visits: Hangtown Cyclery, Kinkade Gallery, other.

C. Review Status of Strategies and Accomplishments.

Staff has completed the attached review of our strategies and accomplishments to date.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- A. Update on Main Street Project
- B. Update on Hotel Development
- C. Update on Sales Tax Measure

10. ITEMS FOR NEXT AGENDA:

11. NEXT MEETING: July 15, 2016 Regular Meeting.

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