



# Agenda City of Placerville Placerville Economic Advisory Committee

Regular Meeting  
Friday, January 16, 2015 - 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 Grado, Brent-Bumb, Meuser, Miller and Payne.
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETINGS OF December 19, 2014.**
5. **ITEMS OF INTEREST TO THE PUBLIC:** (The Committee shall not take action on this item.) **Comments may be limited to three 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:**
  - A. The Dos and Don'ts of Local Entrepreneurship Promotion
  - B. A Local Perspective: Littleton's Economic Gardening Strategy
  - C. Preliminary Plan Review application submitted January 12, 2015: "Spanky's Restaurant Master Plan" at 197 Placerville Drive; renovation and addition of 2,500 sq. ft.
7. **PRESENTATIONS:**
  - A. Main Street Rehabilitation Project.
8. **DISCUSSION ITEMS:**

- A. **Strategy 2.5: Develop marketing program to actively recruit one or more motel/hotels on identified and approved hotel sites.** ~~Review and make a~~

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recommendation to City Council regarding consultant for a Hotel Feasibility Study.

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**B. Strategy 1.4: Identify inventory of vacant and/or underutilized commercial buildings and property and prepare websites/brochures for marketing to future users.** Discuss process and format for developing data base of vacant and underutilized commercial property and buildings.

**C. Strategy 1.3: Identify current priority employers and future industries and their needs.** Provide initial recommendation of priority employers. Discuss program to identify and assist priority employers.

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

A. Distribute Member letters for reapplying for PEAC.

**10. ITEMS FOR NEXT AGENDA:** Bay to Tahoe Transportation Study Presentation.

**11. NEXT MEETING:** February 20, 2015 Regular Meeting.

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