



# Agenda

## City of Placerville

### Placerville Economic Advisory Committee

Regular Meeting  
Friday, July 18, 2014 - 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, Clerici, Meuser, Miller & Payne.
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF June 20, 2014.**
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:**
  - A. **Report on Business Visits: None Scheduled**
7. **PRESENTATIONS: None.**
8. **DISCUSSION ITEMS:**
  - A. **Discuss upcoming World Gold Panning Championship and possible ways to use to our advantage.**
  - B. **Strategy 2.5: Develop marketing program to actively recruit one or more motel/hotels on identified and approved hotel sites.**

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*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/depts/comms/economic\\_development\\_committee/agenda.asp](http://cityofplacerville.org/depts/comms/economic_development_committee/agenda.asp). If you wish to receive this Agenda via email or mail, please send contact information to [placerville.adm@gmail.com](mailto:placerville.adm@gmail.com) or call (530) 642-5200.*

- C. **Discuss the University of California at Davis's plans to open a satellite campus.** UC Davis is looking at opening a satellite campus focusing on food, health, and the environment. Smith Flat may serve as a potential candidate for the future campus. Smith Flat is near a Highway 50 interchange, is surrounded to the north and west by agricultural lands and vineyards, and it is the western edge of the Apple Hill agricultural ranch marketing area. An approved hotel site is located adjacent to Smith Flat.

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

10. **ITEMS FOR NEXT AGENDA.**

11. **Next Meeting:** August 11, 2014 Special Meeting  
August 15, 2014 Regular Meeting. (Potentially cancelled)

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