



Agenda City of Placerville Placerville Economic Advisory Committee

Regular Meeting
Friday, May 16, 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 and Payne.
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF March 21, 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. **Reports on Business Outreach Visits.** (Reports attached)

- Cary House Hotel
- El Dorado Arts Council
- The Tree House

7. **PRESENTATIONS:** None.

8. **DISCUSSION ITEMS:**

- A. **Strategy 1.3: Identify current priority employers and future industries and their needs.** On March 26, 2014, **Member Brent-Bumb** and **City Manager Morris** met with Golden Sierra Workforce Investment Board. The attached revised reports (Placerville Accommodation and Food; Placerville Construction Overview; Placerville Government Projections Overview; Placerville Healthcare and Social Asst. Overview; Placerville Retail Trade Overview) from outline areas

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of potential job growth for the future in Placerville. This is designed to assist the Committee in identifying priority employers and businesses.

- B. **Strategy 1.5: Encourage and support the expansion of public infrastructure and services to meet the demands of existing and future targeted industries.** City Council is considering a sales tax measure to assist with streets maintenance and facilities. Polling was completed in late March and a presentation will be made to City Council on April 8, 2014. Staff will review the results of the survey with the Committee.
 - C. **Strategy 1.6: Identify and partner with various stakeholders to attract and retain priority businesses. Implement Collaboration Team consisting of City, County and Chamber members to quickly respond to needs of potential businesses. Assign PEAC Chamber representative to participate in Community and Economic Development Advisory Committee (CEDAC) and invite a CEDAC member to attend PEAC meetings.** On March 27, 2014, CEDAC appointed member Kris Payne as their representative to PEAC. It should be noted that Kris was appointed to CEDAC in February. Jim Claybaugh, Economic & Business Relations Manager, has also expressed interest in attending PEAC meetings and will be invited to all future meetings.
 - D. **Strategy 2.5: Develop marketing program to actively recruit one or more motel/hotels on identified and approved hotel sites.** Marketing brochures were distributed at the last meeting. Staff is reviewing the brochures and exploring updates and changes. Staff will also present verbal information regarding the Bay to Tahoe Transportation Study that may be useful. In addition, information will be shared regarding hotel recruitment and the Buxton Study.
 - E. **Strategy 4.1: Through the use of the Buxton ID Program, identify and prioritize retail businesses for location or expansion.** Attached are three reports generated from the Buxton Program. Staff recommends a general discussion of the reports and bringing back recommendations at a future date.
 - F. **Strategy 5.1: Review Economic Development Strategy to ensure consistency with General Plan Policies.** Development Services Director Pierre Rivas distributed a report outlining consistency between the two plans at the last meeting. He will be available to answer any questions.
- 9. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS.**
 - 10. **ITEMS FOR NEXT AGENDA.**
 - 11. **Next Meeting:** June 20, 2014 Regular Meeting.

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