



Agenda City of Placerville Placerville Economic Advisory Committee

Regular Meeting
Friday, March 21, 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 February 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. **Report on Business Visits.**
7. **PRESENTATIONS:**
 - A. **Presentation by Deb Jensen, El Dorado Arts Council, on the Economic Development Benefits of the Arts.**
8. **DISCUSSION ITEMS:**
 - A. **Strategy 1.2 Establish Members only Blog/Website Social Media site to connect and facilitate communication between business owners. Provide opportunities for business to communicate regarding events and opportunities.** City IT staff to make presentation on potential platforms for Portal.

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. 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 1.3: Identify current priority employers and future industries and their needs.** At the writing of this report staff is attempting to set up a meeting with Golden Sierra Workforce Investment Board. We will report back accordingly.
- C. **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 considering a sales tax measure to assist with streets maintenance and facilities. Polling currently in process.
- D. **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.** Letter to County Community and Economic Development Advisory Committee has been sent requesting a member participate in our meetings. CEDAC has an item scheduled for their March 27, 2014 meeting requesting a member attend PEAC meetings. Jim Claybaugh, Economic & Business Relations Manager has also expressed interest in attending PEAC meetings.
- E. **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.
- F. **Strategy 4.1: Through the use of the Buxton ID Program, identify and prioritize retail businesses for location or expansion.**
- G. **Strategy 5.1 Review Economic Development Strategy to ensure consistency with General Plan Policies.** Development Services Director Pierre Rivas to provide a written report of consistency.

9. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS**

10. **ITEMS FOR NEXT AGENDA**

11. **Next Meeting:** April 18, 2014 Regular Meeting.

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