



Public

## Agenda City of Placerville Economic Development Advisory Committee

Regular Meeting  
Friday, September 21, 2012 - 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, Members Brent-Bumb, Clerici, Meuser, Miller & Payne.
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF AUGUST 23, 2012.**
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. City of Placerville Conflict of Interest Code.
  - B. Notes from the July 12, 2012 Neighborhood Chat on Economic Development.
  - C. Economic Development Advisory Committee Roster.
7. **DISCUSSION ITEMS:**
  - A. Establishment of Economic Development Vision Statement.
  - B. Discussion of which economic development strategy elements are of greatest value for the City. *Note: sample Plans were distributed with the August 23, 2012 EDAC Agenda packet.*
  - C. Discussion of what economic development efforts are already underway in the City.
  - D. Establishment of Committee Member Agenda packet distribution methods.
8. **STAFF AND COMMISSIONER COMMUNICATIONS:**
  - A. County Fair Shopping Center letter.
  - B. Tractor Supply Co. project status update.
  - C. Other items TBD.
9. **ITEMS FOR NEXT AGENDA:** TBD.
10. **ADJOURNMENT:** To the October 19, 2012 Regular Meeting.

---

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 Community Development & Engineering Department at City Hall, 3101 Center Street, 2<sup>nd</sup> floor, during normal business hours. Agendas and Staff Reports 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 once monthly via email or mail, please send your contact information to [pv.planning@gmail.com](mailto:pv.planning@gmail.com) or call (530) 642-5252.

AGENDA

September 21, 2012

## INDEX

4. Minutes of the Regular Meeting of August 23, 2012.
6. INFORMATIONAL ITEMS:
  - A. City of Placerville Conflict of Interest Code.
  - B. Notes from the July 12, 2012 Neighborhood Chat on Economic Development.
  - C. Economic Development Advisory Committee Roster.
7. DISCUSSION ITEMS:
  - A. Establishment of Economic Development Vision Statement.
8. STAFF AND COMMISSIONER COMMUNICATIONS:
  - A. County Fair Shopping Center letter.

MINUTES

CITY OF PLACERVILLE  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
THURSDAY, AUGUST 23, 2012, 7:00 P.M.  
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 7:00 p.m. The Pledge of Allegiance was recited.
  - A. **OATH OF OFFICE:** City Clerk Zito administered the Oath of Office to Committee Members.
  - B. **ROLL CALL:**

Members Present: Grado, Clerici, Meuser, Payne, Brown, Miller, Brent-Bumb.

Members Absent: None.

Staff Present: Morris, Webb.
2. **ELECTION OF CHAIR AND VICE CHAIR:**

Committee Member Brent-Bumb nominated Member Brown as Chair, and Member Grado as Vice-Chair.

The appointments were approved by general consent.

Public comment was received from Evelyn Veerkamp, Michael Drobesh, Kathy Lishman, and George Lowry.
3. **SELECTION OF MEETING DATES AND TIMES:**

By general consent the Committee selected the third Friday of each month from 12:00 to 1:30 as their standing meeting time, with meetings to be held at Town Hall whenever feasible.
4. **DISCUSSION OF OTHER OFFICERS IF NECESSARY:**

By general consent the Committee agreed that no other officers were necessary at this time. Staff will take meeting minutes and post agendas.
5. **REVIEW COMMITTEE, COMMISSION, AND BOARD POLICY MANUAL:**

Morris and Webb presented a summary of the City of Placerville's Committee, Commission and Board Policy Manual and highlights of the Brown Act. Staff will return at the next meeting with clarification on whether Committee Members are subject to conflict of interest reporting and whether Form 700s will be required.
6. **DISCUSSION OF PURPOSE AND GOALS OF THE COMMITTEE:**

Morris presented an overview of the report provided in the Agenda packet.

Webb stated that the results from the July 12, 2012 Neighborhood Chat focused on Economic Development would be posted on the City website and distributed with the next agenda.

Chair Brown noted that the Committee could assist with business walk surveys and business outreach visits for business retention and attraction.

Vice-Chair Grado stated the importance of having a mission statement which explains why Placerville is a desirable location for businesses.

Member Brent-Bumb noted that the Committee may look to community experts and volunteers as part of sub-committee efforts, and stated that business retention and expansion are more important than attraction.

Chair Brown stated that Placerville's Economic Development Strategy will be better and more well-supported if the community is involved in its creation.

Member Payne commented on the distinction between local and County government, and stated his hope the Committee will identify what will not work due to General Plan or land constraints.

Member Grado stated that everything is on the table for recommendations to City Council, and that recommended changes to the General Plan might be discussed.

7. REVIEW OF ECONOMIC DEVELOPMENT PLANS OF OTHER CITIES:

Morris presented a summary of the Economic Development Plan examples provided in the Agenda packet. Webb noted that successful plans have the following common elements:

- Understanding community demographics, opportunities, and strengths;
- Establishment of a clear vision;
- Setting both short and long-term goals;
- Identification of clear, concise action items/tasks to achieve the goals with assignments and timelines, while recognizing constraints.

8. SET AGENDA FOR NEXT MEETING:

By general consent, the Committee agreed that the next agenda will include the following:

- Discussion of what elements from various economic development strategies are of value.
- Discussion of what economic development efforts are already underway.
- Inclusion of regular agenda item for Committee and Staff comments and communications.

By general consent, the Committee agreed to receive Committee Member comments.

9. COMMITTEE COMMENTS:

Member Payne commented regarding the need to decide what the City wants in its Economic Development Plan.

Member Miller commented regarding looking forward to discovering what the City's economic development needs are.

Member Meuser noted his desire for a primer on the status of the City's budget, resources, land availability, etcetera.

Chair Brown noted that community or business surveys could be used and helpful; requested information regarding what percent of the City's income is derived from sales tax revenue.

Vice-Chair Grado commented regarding the importance of understanding what attributes and resources the City currently has, and properly articulating the City's goals; stated that Internet sales are the City's greatest economic threat.

Member Brent-Bumb named the following as suggested resources: [www.thinkauburnfirst.com](http://www.thinkauburnfirst.com) and [www.neighboromics.com](http://www.neighboromics.com).

10. PUBLIC COMMENT CONTINUED:

By general consent, the Committee agreed to receive additional public comment.

Public comment was received from Michael Drobesh, George Lowry, and Kathi Lishman.

11. ADJOURNMENT:

Chair Brown adjourned the meeting at 8:30 p.m., to the regular meeting of September 21, 2012.

## Committee Responsibilities

### Regarding The Political Reform Act

#### Overview of the Political Reform Act and the Fair Political Practices Commission

The Political Reform Act (Proposition 9) was passed by California voters in 1974, requiring public officials at all levels of government to publicly disclose their private economic interests and to disqualify themselves from participating in decisions in which they have a financial interest. The Fair Political Practices Commission (FPPC) has primary responsibility for the impartial, effective administration of the Political Reform Act. The FPPC adopts regulations to implement and clarify the Political Reform Act, issues opinions and advice letters, conducts seminars, prescribes forms, publishes manuals, and enforces the requirements of the Political Reform Act.

#### Conflict of Interest Codes

Each public agency must adopt a Conflict of Interest Code (Code) and define which staff members, consultants and committees are designated in the Code. The determining factor in whether an individual's or a consultant's position, or a committee is covered in the Code, is if the position or committee **"makes or participates in making governmental decisions which could affect private financial interests"**. In the case of City committees, commissions and boards, the determining factor would be if the entity was advisory in nature, or had direct responsibility and authority to make governmental decisions affecting private financial interests. By definition, in the City of Placerville, all committees are advisory to the City Council and do not have ultimate authority in making governmental decisions.

#### Who Must File Statements of Economic Interest Under the Political Reform Act?

There are two types of filers of Statements of Economic Interest (Form 700). The first type of filer is referred to as an "87200 filer". Article 2 of the Political Reform Act, § 87200, defines those positions which must file a Form 700 annually including: City Councilmembers, City Planning Commissioners, City Manager, City Attorney, and City Treasurer. The second type of filer is referred to as a "designated filer". Each public agency is required to have a Conflict of Interest Code that identifies "designated filers". The City's Conflict of Interest Code is reviewed biennially by October of even-numbered years, to update positions and review disclosure categories. Disclosure categories are drawn to include only those kinds of economic interests he or she could significantly affect through the conduct of his or her office. For example, an employee whose duties are limited to reviewing contracts for supplies, equipment, materials, or services provided to the agency would be required to report only those interests he or she holds which are likely to be affected by the agency's contracts for materials or supplies. In

contrast, an executive officer of an agency with extensive regulatory powers, through the exercise of his or her official position, could affect a broad range of private economic interests. The executive would be required to disclose all investments, interests in real property, sources of income, and business entities in which he or she is a director, officer, partner, trustee, employee or holds any position of management. Advisory Committees, without any power to make or participate in making governmental decision which could affect private financial interests, are therefore not required to file a Form 700, Statement of Economic Interest annually.

### **Ethics Considerations**

The City Council of the City of Placerville adopted a Code of Ethics in the mid-1990's. In 2005, the Governor signed Assembly Bill No. 1234, which requires that "if a local agency provides any type of compensation, salary, or stipend to, or reimburses the expenses of a member of its "legislative body", that local agency's officials must receive training in ethics." As the specific trigger for this requirement is whether the agency either compensates or reimburses elected or appointed officials, volunteer committees are not subject to required Ethics training every two years.

However, in an atmosphere of promoting transparency in local government, any volunteer committee member would be wise to recuse themselves from any discussion involving a parcel that they had a financial interest in, or advocate for an issue that could benefit them financially. Although Ethics laws establish a floor for accepted behavior, it is the City of Placerville's policy to strive for the ceiling of ethical values.

## **What are the current economic strengths of Placerville?**

---

1. Position on the Highway 50 Corridor
2. Historical values
3. Friendly and helpful community
4. Long-term businesses
5. Downtown central core
6. Tourism / agritourism
7. Thriving arts programs
8. Experienced retail stores
9. Low crime rate
10. Holiday decorations
11. The Fairgrounds
12. Farmers' markets
13. Ability to maintain originality
14. County Seat
15. El Dorado County Courthouse
16. Good reputation
17. Community banks, e.g. El Dorado Savings Bank
18. Chamber of Commerce
19. Proximity to El Dorado National Forest
20. Variety of merchants, without the need for malls
21. Business investment in public projects (PBIA / PBID)
22. Strong volunteerism
23. Schools

## **In the context of the region, community values and history, what are our economic opportunities?**

---

1. Being a destination
2. Overnight accommodations (needed)
3. Now is a good time to plan / implement
4. "Old West" history and themes
5. Affordable business opportunities, e.g. manufacturing
6. Services provided to the Silicon Valley
7. Use of the internet to market the City
8. The ability to close Main Street for events
9. Marketing the City in monthly subscription magazines, e.g. Sunset and Trailer Life
10. Pursuing desirable businesses not already located in the City
11. Attract Highway 50 travelers, e.g. skiers and snowboarders, hunters and hikers

12. Overall quality of life
13. Marshall Hospital
14. Invite industry executives
15. Being what Hollister used to be
16. Create an identity ("destination identity")
17. Utilize the art community to attract an art academy
18. Access to technology
19. Hangtown Creek

## **What economic sectors should we be strengthening?**

---

1. Creative sector / the arts, e.g. the performing arts on Main Street
2. Tourism
3. Partnership with Marshall Hospital, e.g. ancillary services
4. Herbal tours along Hangtown Creek
5. Seniors / retirement community
6. Technology
7. Sales tax leakage retail sectors
8. Retail – what don't we already have?
9. Tourism – what don't we already do?

## **What impediments to economic development exist?**

---

1. Power structure at the State Capitol
2. Deteriorating infrastructure
3. Development / permit fees
4. Land availability
5. Anti-growth mentality
6. The extremity of Federal and State regulations
7. The lack of a shared community vision
8. Incomplete revitalization plan

## **What are the possible indicators of economic success in Placerville?**

---

1. Fewer vacancies along Main Street
2. Community pride / local ownership
3. Median income, pregnancy rates and population growth
4. Sales tax growth
5. Recently renovated streets (businesses located along the street) e.g. upper Main Street

***Economic Development Advisory Committee***  
***(established by Resolution 7964, Jan. 10, 2012)***

**6C**

**Meets: Third Friday of each month, 12:00 noon**

**Duties:**

The purpose of the seven-member, Council-appointed committee shall be to provide advice and recommendations to the City Council on economic development issues and assist in the development of an Economic Development Strategy.

**MEMBER**

**PHONE NUMBERS & EMAIL ADDRESSES**

**MEMBERSHIP CATEGORY**

**TERM EXPIRES**

Leonard Grado		Resident – Homeowner	3-01-2015
John Clerici		Resident – Homeowner	3-01-2013
John Meuser		Resident – Homeowner	3-01-2015
Kris Payne		Business Representative Main Street	3-01-2015
Kevin Brown		Business Representative Placerville Drive	3-01-2015
Debbie Miller		Business Representative Broadway Village	3-01-2013
Laurel Brent-Bumb		Chamber of Commerce Representative	

*Initial appointments were confirmed by the City Council on 6-26-2012.*

**Staff Members: City Manager and Director of Community Development & Engineering**



**Economic Development Advisory Committee**  
**September 21, 2012**  
**City Manager's Report**

**Subject:** Development of an Economic Development Vision Statement for the City

---

One of the first things we would like to accomplish for the City is the establishment of an Economic Development vision statement. Attached is the City's Vision Statement and Values. Below are several Vision Statements from different communities. The purpose of these are not to copy them but to get us thinking about who we are and what we want to be.

**Sample Statements:**

Roseville: *"Roseville is the city of choice for business, investment and lifestyle"*

Modesto: *"Modesto will be an economically diverse and vibrant community, which works with its partners in the region to implement economic development practices that encourage businesses which raise our community's median income and reduces unemployment."*

Grass Valley: *"The City of Grass Valley will promote the economic vitality of the region by serving as the Economic Hub of Western Nevada County"*

Rancho Cordova: *"Rancho Cordova will market its strengths, including large office centers, an ample supply of housing for employees, a setting safe from seismic and flood threats and strategic regional location, to become a first-choice location for businesses and residents. Private investment will be stimulated through marketing and incentive provision, with the result being economic prosperity for all segments of the community. The City will create a vibrant Downtown where the community can live, work, shop, and play. Implementation of this Element will result in a balanced mix of businesses that provides jobs to community members and ensures the long term fiscal health of the City."*

Using the information we have available it is our goal at this meeting to establish a Vision Statement for the City.

  
\_\_\_\_\_  
M. Cleve Morris, City Manager



# *Placerville*

*A Unique Historical Past*

*Forging into a Golden Future*

# Values

## We Are...

- **Passionate about our unique history**
- **Fiscally conservative and economically sound**
- **Business friendly and ardent supporters of local commerce**
- **Dedicated to economic development including attracting jobs that pay a living wage**
- **Partners with our surrounding region to our mutual benefit**
- **Open to new ideas to increase revenue and streamline expenses without sacrificing our core values**
- **Careful to provide high quality, basic services in a cost effective manner**
- **Dedicated to providing well-planned infrastructure that meets our needs now and in the future**
- **Eager to connect with each other in a friendly, hospitable community that embodies hometown values**
- **Proud of our charming, artistic, rural, small town atmosphere**
- **Diligent about honest, ethical leadership that reflects community ideals**
- **Appreciative of our hometown events which contribute to our unique sense of place**
- **Avid enthusiasts of the natural beauty around us and the recreational opportunities that affords**
- **Mindful that diverse opinions often bring creative solutions**
- **A safe, peaceful community with attractive homes and neighborhoods for all**
- **Purposeful in planning for the future while remaining authentic and true to our heritage**
- **A world-class destination to visit and a charming, welcoming place to call home**

***We are Placerville, California***



## City of Placerville

3101 Center Street  
Placerville, California 95667  
(530) 621-CITY, Fax: (530) 642-5538

September 12, 2012

Peter P. Bollinger  
Inter-Cal Real Estate Corporation  
540 Fulton Avenue  
Sacramento, CA 95825

Re: County Fair Shopping Center

Dear Mr. Bollinger:

Thank you for meeting with Mike Webb and Cleve Morris regarding County Fair Shopping Center. We are excited for the opportunity to work with you to revitalize the shopping center and that area. We believe there is great potential for this shopping center.

As Mayor and City Manager, we've discussed your project and are wholeheartedly in agreement with doing all that we can to assist you in this revitalization. This includes any planned reconstruction and new construction, as well as recruitment of new businesses to help with the revitalization process.

The City has just started an Economic Development Advisory Committee (EDAC) with the goal of promoting good business in the City of Placerville. The City Council is extremely supportive and excited about the potential for business growth and expansion and has appointed the EDAC to assist in this process. In addition, you met Mike Webb, our new Director of Community Development and Engineering. Mike and Cleve are working to reorganize this department to make our processes more business friendly and easy to use by our citizens and business community.

To that end, we extend our support and cooperation in moving your project forward as expeditiously and efficiently as possible. If you have any concerns or issues as your project moves forward, feel free to contact either of us.

Sincerely,

Mark Acuna  
Mayor

M. Cleve Morris  
City Manager

MCM:lrn