

MINUTES

CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
FRIDAY, September 16, 2016, 12:00 P.M.  
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 12:03 p.m. The Pledge of Allegiance was recited.

2. **ROLL CALL:**

Members Present: Chair Brown, Kaiserman, Payne, Wager  
Members Absent: Vice Chair Miller, Brent-Bumb, Meuser  
Staff Present: Morris, Rivas

3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Kaiserman** and seconded by **Member Wager**. Motion carried 4-0. Vice Chair Miller, Brent-Bumb, and Meuser Absent.

4. **ADOPTION OF THE MINUTES OF THE MEETING OF June 17, 2016:**

Adoption of the Minutes was moved by **Member Kaiserman**, and seconded by **Member Wager**. Motion carried 3-0 with **Member Payne abstaining**. Vice Chair Miller, Members Brent-Bumb, and Meuser Absent

5. **ITEMS OF INTEREST TO THE PUBLIC: None.**

6. **INFORMATIONAL ITEMS: None.**

7. **PRESENTATIONS: None**

8. **DISCUSSION ITEMS:**

**A. Review Status of Strategies and Accomplishments.**

Mr. Morris reviewed the status report for the Strategic Plan. The Committee discussed the accomplishments and other items. After Committee discussion, it was requested that the following strategies and other discussion items be placed on the next agenda for planning.

1. Strategy 6.1: *Convene a Health and Wellness community roundtable to discuss the possibility of a focused effort to expand and diversify the health and wellness offerings in Placerville.*

By Consensus the Committee agreed to place Strategy 6.1 on the agenda for discussion and planning of the roundtable at the next meeting.

2. Strategy 1.4: *Identify inventory of vacant and/or underutilized commercial buildings and property and prepare websites/brochures for marketing to future users.*

3. Discuss recommendation to the City Council to reserve 2% of the Transient Occupancy Tax (TOT) to be used for economic development in next year's City budget; and consider increasing the TOT from 10% to 12%.

4. Discuss the election of Chairperson.

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

- A. **Update on Blairs Lane Bridge Replacement Project:** Mr. Morris updated the Committee on the current Blairs Lane Bridge Project.
- B. **Update on Proposed "Sidewalk Dining" Ordinance:** Mr. Morris and Mr. Rivas informed the Committee of the proposed sidewalk dining ordinance. The 2<sup>nd</sup> draft of the proposed ordinance is going to the Planning Commission on October 18th.
- C. **Update on Hampton Inn and Suites Hotel Development Application:** Mr. Morris gave an update on the Hampton Inn Hotel Project and indicated that the project developers are pursuing a "modular" type of construction.
- D. **Update on Proposed Mosquito Road Hotel:** Mr. Morris informed the Committee of the plans to construct a 60-room boutique hotel at the Mosquito Road Park and Ride and recent Council approval of a Transient Occupancy Tax Sharing Agreement. Mr. Morris showed the Committee a PowerPoint slide of some of the boutique hotel designs operated by Ascend, the company that is proposing the hotel.
- E. **Update on Blue Ribbon Committee and Court House:** Mr. Morris noted that the Blue Ribbon Committee will meet on September 22, 2016, at 3:00 in Town Hall. Mr. Morris stated that the group who filed the law suit against the State and the County filed an appeal and that the appeal process could take 3 - 6 years.

10. **ITEMS FOR NEXT AGENDA:**

- A. Planning for Strategy 6.1: Health and Wellness Roundtable.
- B. Implementation of Strategy 1.4: Inventory of vacant and/or underutilized commercial buildings and property.
- C. Discussion of election of Chairperson.

11. **ADJOURNMENT:** The meeting was adjourned by **Chair Brown** at 1:20 p.m.

12. **NEXT MEETING:** October 21, 2016 Regular Meeting.