

MINUTES

CITY OF PLACERVILLE  
PLACERVILLE ECONOMIC ADVISORY COMMITTEE  
SPECIAL MEETING  
FRIDAY, April 14, 2017, 12:00 P.M.  
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA

1. **CALL TO ORDER:** The meeting was convened at 12:01 p.m. The Pledge of Allegiance was recited.
  
2. **ROLL CALL:**  
  
Members Present: Chair Miller, Vice Chair Kaiserman, Brent-Bumb, Brown, Meuser, Wager  
Members Absent: Payne  
Staff Present: Morris, Rivas
  
3. **ADOPTION OF AGENDA:**  
  
Adoption of the Agenda was moved by **Member Wager** and seconded by **Member Brown**. Motion carried 4-0. **Vice Chair Kaiserman and Wager Abstained.**
  
4. **ADOPTION OF THE MINUTES OF THE MEETING OF February 17, 2017:**  
  
Adoption of the Minutes was moved by **Member Brown**, and seconded by **Member Brent-Bumb**. Motion carried 4-0, **Vice Chair Kaiserman and Wager Abstained**
  
5. **ITEMS OF INTEREST TO THE PUBLIC:** No members of the public were present.
  
6. **INFORMATIONAL ITEMS:** None.
  
7. **PRESENTATIONS:**  
  
A. Barry Foster, Managing Principal, HdL Companies, gave a presentation on its "ECONsolutions" market demographic profile/Market Analytics service. Following the presentation, the **Committee** requested that staff consult with other potential users including Marshall Hospital and El Dorado County CAO's Office and report back to the Committee.
  
8. **DISCUSSION ITEMS:**  
  
A. **Review outline and proposal to implement 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. City Manager, Cleve Morris reported that Subcommittee is still in process of scheduling the next meeting.**

- B. Strategy 4.1 Through the use of the Buxton ID Program, identify and prioritize retail businesses for location or expansion. Consider recommendation to City Council regarding EconSolutions Program ([www.Econsolutionsbyhdl.com](http://www.Econsolutionsbyhdl.com)). See Item A. under Presentations above.**
- C. Review and make recommendations to propose City of Placerville Website Visitors Page. <https://www.cityofplacerville.org/visiting-placerville-test-page> The Committee discussed the new Website test-page. It was suggested that the map should be improved.**

**9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:** Staff provided updates on the following projects:

- A. Update on Blairs Lane Bridge Replacement Project:** Mr. Morris gave an update on the Blairs Lane Bridge Replacement CIP Project.
- B. Update on proposed Sidewalk Dining Ordinance:** Mr. Rivas gave an update on the City's Sidewalk Dining Ordinance and stated that the new ordinance is now in effect.
- C. Update on Hampton Inn and Suites Hotel Development Application:** Mr. Morris and Mr. Rivas gave an update on the Hampton Inn Hotel Project and the adjoining gas station and country store project.
- D. Update on proposed Mosquito Road Hotel:** Mr. Morris gave an update on the proposed "Mosquito Road Hotel" Project.
- E. SBA Workshops:** Mr. Rivas gave an update regarding the SBA Workshop Topic Review Meeting held on April 6, 2017 on the selection of course options provided by SBA.
- F. Opportunity Knocks update:** Member Miller gave an update on the Opportunity Knocks program.

**10. ITEMS FOR NEXT AGENDA:** Member Miller requested a discussion item regarding a housing shortage issue discussed at the annual California Association of Realtors meeting she attended.

**11. ADJOURNMENT:** The meeting was adjourned by Chair Miller at 1:30 p.m.

**12. NEXT MEETING:** May 19, 2017 Regular Meeting.