

**CITY OF PLACERVILLE
CITY COUNCIL/PLANNING COMMISSION/
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
AGENDA**

Special Joint City Council/Planning Commission/
Economic Development Advisory Committee Meeting
Monday, April 22, 2013

Town Hall – Council Chambers
549 Main Street, Placerville, CA 95667
6:00 P.M. – 8:00 P.M. Open Session



2013

City Council

Patricia Borelli, Councilmember
Carl Hagen, Vice-Mayor
Wendy Mattson, Mayor
Carol Patton, Councilmember
Trisha Wilkins, Councilmember

Planning Commission

Brian Briggs, Chairperson
Michael Drobesh, Commissioner
Michael Frenn, Commissioner
George Lowry, Commissioner
Lester Russell, Vice-Chairperson

Economic Development Advisory Committee (EDAC)

Laurel Brent-Bumb, Committee Member
Kevin Brown, Chairperson
John Clerici, Committee Member
Leonard Grado, Vice-Chairperson
John Meuser, Committee Member
Debbie Miller, Committee Member
Kris Payne, Committee Member

Materials related to an item on this Agenda, submitted to the City Council, Planning Commission, or Economic Development Advisory Committee, either with or after distribution of the agenda packet, are available for public inspection in the City Clerk's Office at City Hall, 3101 Center Street, during normal business hours.

Courtesy Announcement

Before we proceed, please turn off all cellular telephones, personal pagers, and other communication devices, as a courtesy to others, and to limit interference with our audio and video broadcast equipment.

Thank you for your cooperation.

6:00 P.M. OPEN SESSION

1. CALL TO ORDER & PLEDGE OF ALLEGIANCE TO THE FLAG

2. ROLL CALL:

Council: Borelli, Hagen, Mattson, Patton, Wilkins

Planning Commission: Briggs, Drobesh, Frenn, Lowry, Russell

EDAC: Brent-Bumb, Brown, Clerici, Grado, Meuser, Miller, Payne

3. ANNOUNCEMENTS TO THE PUBLIC

4. ADOPTION OF AGENDA

5. PUBLIC COMMENT - BRIEF - NON-AGENDA ITEMS

This portion of the meeting is reserved for persons wishing to address the Council on any matter not on the Agenda.

5.1 Oral Communication

Speakers are limited to three minutes. State law prohibits the Council from acting on items not listed on the Agenda except by special action of the City Council under specified circumstances.

PLEASE GIVE ANY WRITTEN MATERIAL PRESENTED AT THE MEETING TO THE CITY CLERK FOR THE PUBLIC RECORD.

5.2 Written Communication

6. DISCUSSION/ACTION ITEMS

6.1 Receive an Update from Staff and Representatives of the Economic Development Advisory Committee (EDAC), on the Progress Made to Develop an Economic Development Strategy for the City of Placerville (Mr. Webb)

Recommendation by the Director of Development Services that the joint bodies take the following action:

- 1. Receive a presentation on the draft Economic Development Strategy; and*
- 2. Discuss potential additions or alterations to the draft document for incorporation by the EDAC; and*
- 3. City Council direct the EDAC to incorporate the feedback received at this workshop and proceed to the next phase of developing strategies for incorporation into the Economic Development Strategy before returning to the City Council for further discussion and adoption of the Economic Development Strategy.*

7. ADJOURNMENT

This special meeting will adjourn to the Regular City Council meeting of April 23, 2013.

The next regularly scheduled Planning Commission meeting is scheduled for May 7, 2013.

The next regularly scheduled Economic Development Advisory Committee meeting is scheduled for May 17, 2013.

Susan Zito, MMC
City Clerk

CERTIFICATION OF AGENDA POSTING

I, Susan C. Zito, MMC, City Clerk
of the City of Placerville, declare that the foregoing agenda for the
April 22, 2013 Special Joint City Council/Planning Commission/Economic
Development Advisory Committee Meeting
was posted and available for review on April 16, 2013
at the City Hall of the City of Placerville, 3101 Center Street,
Placerville, California, 95667.

The agenda is also available on the City website at www.cityofplacerville.org
Signed this sixteenth day of April, 2013 at Placerville, California.

Susan C. Zito, MMC, City Clerk

**Special Joint Meeting of the City Council,
Planning Commission & Economic Development Advisory Committee
Monday, April 22, 2013**

MEETING NOTES

VISION STATEMENT:

- Frenn: Clarification of Vision Statement needed. Who is the intended audience for this?
- Payne: Vision Statement is for everyone, both in Placerville and outside of area
- Bumb: It's for everybody and looking to the future.
- Briggs: Recommends Vision Statement should be boiled down into an acronym
- Borelli: Questions "economic vitality" in the first line, "not sitting right".
- Mattson: Add "hometown" to historic identity. "We're more than our history"
- Lowry: meant to be overarching
- Clerici: provides a vessel for each person to identify with and define what economic vitality and vibrant lifestyle means to the individual
- Bumb: Committee intended it to be a big picture statement

MISSION STATEMENT:

- Drobesh: EDAC exists to promote business development, or does Council?
- Frenn: Is "intelligent growth" appropriate in Mission Statement or more appropriate ?
- Morris: Comments can continue to be taken as this document moves forward
- Bumb: Intent is that Council, Planning Commission and EDAC are not working in silos

Mission Statement cont'd

- Frenn: Substitute “compatible” for “intelligent” in the “intelligent growth” phrase
- Patton: Take out “non-residential” and “maintain and grow the quality of life”
- Payne: Don’t back-pedal on growth issue. “maintain and grow” indicates moving forward
- Frenn: Supports Patton’s comment’s above
- Lowry: Wordsmithing down to a semi-colon does not best utilize the intent of this workshop
- Clerici: Object of the Mission Statement is that everything we do should be inclusive to Mission Statement and refer back to Mission Statement
- Frenn: Sales tax leakage – expand tax statement rather than “non-residential” tax base
- Brown: Several examples from other communities were reviewed by EDAC and ours stands out as a good example of Mission Statement
- Patton: Suggest re-worded Mission Statement: “Placerville Economic Development Advisory Committee serves to promote business development that will create employment, expand the tax-base, and provide services to grow and enhance the quality of life for the people of Placerville in an atmosphere of intelligent growth and preservation of the unique character of the community.”

GOAL 1:

- Lowry: What is primary job growth? Examples of type of industry?
- Clerici: healthcare, geriatrics, functional medicine, typically industries that we already have in Placerville
- Payne: Agriculture, manufacturing, education, information technology, life-sciences, clean industry, government
- Mattson: Jobs that pay a living wage
- Patton: Does business recruitment programs need to be listed again?

Goal 1 cont'd

Patton: Recommends rewording of Objective: "Support primary job-based businesses through retention, expansion and recruitment programs, by working with partners, entrepreneurs and local businesses."

GOAL 2:

Hagen: Lack of hotel rooms

Webb: Goal 4 responds to lack of hospitality service

Frenn: Hotels needed

Briggs: Should hospitality be higher goal

Mattson: We're not prioritizing goals

Russell: Great Race and Passport Weekend – not enough hotels locally

Lowry: 27 visitors from Florida this past weekend at Passport weekend could not find a restaurant that would seat them together. Conference facilities are needed

Brown: Lodging is needed – that's not a goal, it's a strategy

Miller: Goals need to be in place so that large hotels will be willing to come in

Borelli: Hotels needed

Clerici: Don't prioritize goals because all are important because they're interwoven. An action plan will be needed after goals are set

Mattson: Clarify that tourism isn't just for Main Street, i.e. Gold Bug Park

Payne: Partner with visitors bureau and Chamber of Commerce to publicize Placerville and advertise those local attractions outside the city limit, but close for tourists, i.e. wineries, Apple Hill, Fairplay

Patton: Recommends re-wording of Goal and Objective: Goal 2: "Enhance and Diversify Cultural Attractions and Offerings", Objective: "Develop a united community tourism direction, including a focused strategy to advance the preservation and promotion of the city's and the regions existing historical assets and implementation of a tourism marketing/promotional strategy"

GOAL 3:

- Frenn: Christmas trees along Highway 50 is a part of our community identity
- Borelli: Hangtown Creek should be opened to enhance the downtown
- Patton: Making great places as if we don't already have them – use “enhancing” rather than “making” great places. Recommends re-wording Objective: “To grow and improve the “Wow” factor for every person in our community by enhancing our community identity, including a strategy for great public spaces, a walkable community, housing next to commercial core, etc”

GOAL 4:

- Patton: Why is industrial not listed?
- Webb: Commercial takes in everything from professional services, tech services, etc.
- Mattson: Need to clarify so that pursuing commercial works within the context of who we are. Not to pursue for the sake of pursuing, but what we pursue is compatible with community
- Frenn: The term “compatibility” should be used
- Drobesh: Want to see healthy diversification of business – balanced so not dependent on any one sector
- Clerici: Definition was meant to be left open to make them relative to Placerville
- Payne: Placerville needs to be the economic hub of the Western Slope
- Lowry: Compatible with what's a good match with Placerville
- Mattson: We're not East Bidwell – we'll “kill it” with charm and character
- Borelli: All entities need to work together
- Webb: Add footnote to describe what “commercial” is and what is included
- Patton: Recommends re-wording of Goal and Objective: Goal 4: “Pursue New Opportunities for Business”. New Objective: “Grow and enhance the retail, hospitality (including entertainment, hotels, “air bed and breakfast”, and conference facilities), to capture a greater share of business activity as the economic hub of the Western Slope. Recognize key industries here, ie: Health/Wellness Industry; Education/Knowledge; Ag-Tourism: Technology

GOAL 5

- Lowry: These three groups need to communicate together, CEQA reform will die this year
- Hagen: See County and City building permits should be compatible. Simplify on-line permitting. Fees don't need to be identical, but close
- Drobesh: City needs to be on close par with the County.
- Clerici: Where is City not doing a good job when someone is starting a business or needing a permit?
- Bumb: Regulatory reform requires a culture change
- Webb: Not get into strategies as this point. Feedback from people who have gone through a building permit or planning process to determine "how we did". Continue outreach visits
- Patton: Promote (or implement) Regulatory Reform. Recommends re-wording of Objective: "Work to identify and, where feasible, streamline and simplify regulatory processes which potentially constrain the retention, expansion or location of businesses in our community while honoring the expectations of our community through design standards and consistency with regional players

GOAL 6

- Patton: Why is this industry highlighted?
- Payne: Health and Wellness is "low hanging fruit" –and is a place-holder to broader language for other industries
- Bumb: Broad perspective
- Clerici: Hospital represents the ideal – brings diverse people and jobs both professional and unskilled
- Payne: Such as StemExpress
- Lowry: Medical – allows various income levels and is good language for any industry. Functional medicine - give examples
- Webb: Possibly combine this with Goal 4?
- Neau: Via Cleve Morris: Goals and Objectives too retail based. Something should be added to focus on technology industry.

PUBLIC COMMENTS

Kathi Lishman: Vision Statement is for everyone. Mission and Vision should align. Mission for EDAC should have same focus. Goal 3 should include “enhance”. Promote regulatory reform = good design standards uniqueness could be used. Hub can be a home base.

Evelyn Veerkamp: Principal problem with economy by committee deciding what can /will come in. Detriment to entrepreneurship.

Deb Jensen: Need hotel rooms. Allow for home-based lodging. Entrepreneurial aspect of Placerville ought to be integrated and it is important to our culture. Goal 2 – tourism – strong point

Mike Kobus: encourages coordination with Chamber of Commerce. “We don’t do a good job of keeping residents here to work and shop”. Supports Deb Jensen’s comments. Re: Goal 3 – historical artifacts should be spread around town. Re: Goal 4 Have an economic development spokesperson/liaison to recruit businesses. Re: Goal 5: Need attitude shift in the Development Services Department. His experience with Development Services Dept. was terrific, but has seen and heard from others that the attitude over the last 8years or so seems more regulatory.

Sue Rodman: Goal 1: Eliminate the term – “ready for the next wave”. Goal 2: Enhance and diversify cultural aspects. Replace “Main Street Corridor” with “Placerville” and integrate “regional” Mention County if related to Placerville, ie: Apple Hill. Goal 3: Emphasize “walkability” – need walkable town. Goal 4: Take out “retail” and include “pursue new opportunities for commercial business”. Goal 5: Include idea of consistency with region, not just County. Goal 6: remove the term “cluster” – outdated word, replace with “industry”.

Sue Taylor: Vision statement needs to be rewritten. The Mission Statement needs to foster consistency. Goal 1: Too big and too vague. Goal 2: enhance and diversify cultural aspects. Goal 3: Enhance community identity grow, retain and improve “wow” factor. Goal 4: Bothers her when City “pursues”, replace with “encourage”. Goal 5: Replace “promote” with “implement” regulatory reform. The term “streamline” makes her nervous as if implies throwing out

Public comments cont'd

character. Goal 6: Too specific – suggests eliminating. She does not like economic development in the public sector.

Charlie Downs: Complimented staff. Goal 3: focus on improvements to town for residents -trail is a great example of walkable community. Important to emphasize importance for people already living here. Should be same emphasis on housing. Cited example of mid-town Sacramento housing and walkable community as a catalyst for arts community. Goal 5: important to have predictable results/process.

FINAL COMMENTS FROM COUNCIL, PLANNING COMMISSION AND EDAC

Mattson: Likes the idea to foster entrepreneurship. Culture and who we are coming through.

Payne: Educational base is needed before capital will invest – need to clarify the importance of educational base. Include entrepreneurship.

Lowry: Sense of culmination and who to maintain momentum on this task. Will EDAC be reporting to Council regularly?

Hagen: EDAC is advisory to Council – they are not charged with setting up committee and are not meant to create regulations

Brown: No way is EDAC a level of government

