

MINUTES

CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
SPECIAL MEETING
FRIDAY, MAY 19, 2017, 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 Miller, Vice Chair Kaiserman, Brown, Meuser (Arrived at 12:05), Payne, Wager
Members Absent:	Brent-Bumb, Meuser (Meuser Arrived at 12:05)
Staff Present:	Morris, Rivas

3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Brown** and seconded by **Member Kaiserman**. **Motion carried 6-0.**

4. **ADOPTION OF THE MINUTES OF THE MEETING OF April 14, 2017:**

Adoption of the Minutes was moved by **Member Wager**, and seconded by **Member Kaiserman**. **Motion carried 5-0, Member Payne Abstained**

5. **ITEMS OF INTEREST TO THE PUBLIC:** No members of the public were present.

6. **INFORMATIONAL ITEMS:** Member Wager reported on a person from Google that has been going door to door on Main Street to help businesses to expand their Google presence.

City Manager Morris reported on the County issued Request for Proposals for use of the Chamber Building. The Chamber could lose the building. They are looking for a new location.

7. **PRESENTATIONS:**
 - A. Chair Miller made a presentation on the Housing shortage in California and how it relates to Economic Development. Several reports were distributed to the members. Chair Miller will send additional reports to be distributed 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 Morris reported that the Subcommittee is still in process of scheduling the next meeting. At this point we are going to wait until after summer to reconvene the committee.

 - B. **Strategy 4.1 Through the use of the Buxton ID Program, identify and prioritize retail businesses for location or expansion.** A motion was made by Member Wager, seconded by Member Payne to recommend to the City Council that the City contract with HDL for the EconSolutions program at a cost of \$5,000, and include an additional amount for consulting service through HDL for Economic Development. The amount suggested was \$5,000 but it was

recommended the City Manager speak with Barry Foster of HDL to determine an appropriate amount.

- 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. Suggestions were made to eliminate the map, not necessary, and look at background color or other options to make the page more attractive. No name was suggested at this time. Staff will work on the page and report back.

9. **STAFF AND COMMITTEE MEMBER COMMUNICATIONS:** Staff provided updates on the following projects:
- A. **Update on Blairs Lane Bridge Replacement Project:** Mr. Morris reported that the project is almost complete and the bridge is open.
 - B. **Update on proposed Sidewalk Dining Ordinance:** Mr. Morris reported that the ordinance is in affect and the Development Services Department is reaching out to businesses to educate them on the ordinance.
 - C. **Update on Hampton Inn and Suites Hotel Development Application:** Mr. Morris 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. **Splasherville Car Wash new Solar project.** Member Miller reported on this project.
 - F. **Sustainable Business.** Member Miller reported that her business has attained the Sustainable Business designation.
10. **ITEMS FOR NEXT AGENDA:** The Committee agreed that meetings would be cancelled in June and July for the summer months unless something urgent came up. Member Wager requested that the committee consider quarterly meetings on the next agenda.
11. **ADJOURNMENT:** The meeting was adjourned by **Chair Miller** at 1:25p.m.
12. **NEXT MEETING:** August 18, 2017 Regular Meeting. (June and July Meetings will be cancelled.)