



Agenda City of Placerville Placerville Economic Advisory Committee

Regular Meeting
Friday, January 26, 2018 - 12:00 P.M.
Town Hall, 549 Main Street, Placerville, California
Note Date Change

1. **CALL TO ORDER:** Pledge of Allegiance.
2. **ROLL CALL:** Chair Miller, Vice Chair Kaiserman, Brent-Bumb, Brown, Meuser, Payne, Wager
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF November 17, 2017**
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. HdL Trends Affecting California Economy (Attached)
 - b. Sierra Small Business Development Center (SBDC) E-Commerce Workshop for Brick and Mortar Small Businesses: April 25th from 8:00 a.m. to 10:00 a.m. (location TBD)
7. **PRESENTATIONS: None**
8. **DISCUSSION ITEMS:**
 - a. **Discussion of strategies and Goals to work on in the coming year.**

Adjourn to Committees to make plans for implementation.

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AGENDA

January 26, 2018

1. Business Outreach Visits – Kevin Brown, Mickey Kaiserman, Debbie Miller
2. Tourism – Laurel Brent-Bumb, Kris Payne, John Meuser
3. Health and Wellness – Dolly Wager, Debbie Miller, Mickey Kaiserman

b. Reconvene and report out of committees

c. Update on Website Changes – No new information

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Update on Hampton Inn and Suites Hotel Development Project
- b. Western Placerville Interchange Project
- c. Water and Sewer Rate Increases
- d. Private Sewer Lateral Ordinance

10. ITEMS FOR NEXT AGENDA:

11. NEXT MEETING: February 16, 2018

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Business Outreach Subcommittee

Committee Members:

Kevin Brown

Mickey Kaiserman

Debbie Miller

Purpose: Perform Business Outreach Visits (BOV) to welcome new businesses, address issues for existing businesses, and identify solutions for struggling businesses.

Visits: The committee in conjunction with Staff liaison will conduct 2 – 3 visits per month.

Reports: Committee and staff liaison will provide a written report outlining those businesses visited, issues discussed and follow-up actions if any.

Frequency

of Meetings: Depends on need. Committee may need to meet to identify businesses to visit and to prepare report.

Other:

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Tourism Subcommittee

Committee Members:

Laurel Brent-Bumb

Kris Payne

John Meuser

Purpose: Work within existing and create new avenues to increase tourism in the City of Placerville.

Goals:

1. Meet with representatives of the Tourism industry to explore ways to expand tourism. (Visitors Bureau, El Dorado Winery Association, Whitewater Rafters Association, Arts Council, etc.)
2. Identify two - three areas where tourism could be expanded with the right initiatives.
3. Develop measurement to determine success of new programs.

Reports: Committee and staff liaison will provide a written report outlining the committee progress and recommendations going forward.

Frequency of Meetings: Monthly, can be in conjunction with PEAC Meeting.

Other: _____

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Health and Wellness Subcommittee

Committee Members:

Dolly Wager

Debbie Miller

Mickey Kaiserman

Purpose: Work with existing health and wellness organizations to identify potential to expand services in Placerville and the surrounding area.

Goals:

1. Meet with representatives in the health and wellness field to identify services that are lacking in the greater Placerville area and opportunities for expansion. (Hospitals, Chiropractors, Physical Therapy, etc.)
2. Identify two - three areas where health and wellness services could be expanded with the right initiatives.
3. Prepare City actions to develop those identified initiatives.

Reports: Committee and staff liaison will provide a written report outlining the committee progress and recommendations going forward.

Frequency of Meetings: Monthly, can be in conjunction with PEAC Meeting.

Other:

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