



Agenda City of Placerville Placerville Economic Advisory Committee

Regular Meeting
Friday, October 16 - 12:00 P.M.
Town Hall, 549 Main Street, Placerville, California

1. **CALL TO ORDER:** Pledge of Allegiance.
2. **ROLL CALL:** Chair Brown, Brent-Bumb, Kaiserman, Meuser, Miller, Payne, Wager
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETINGS OF [September 18, 2015](#).**
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:** None
7. **PRESENTATIONS:**
 - A. **[Goal 4: Pursue New Opportunities for Business](#)** - Presentation by The Retail Coach, C. Kelly Cofer, President and CEO
8. **DISCUSSION ITEMS:**
 - A. Discuss implementation of Goal 2, Strategies 2.1 and 2.2
 - Goal 2:** Enhance and Diversify Cultural and other Tourism Attractions

Materials related to this Agenda submitted to the Committee either with or after distribution of the agenda packet are available for public review without delay in the Administration Department at City Hall, 3101 Center Street, 4th floor, during normal business hours. Agendas are also made available online at <http://cityofplacerville.org/meetings>. If you wish to receive this Agenda via email or mail, please send contact information to placerville.adm@gmail.com or call (530) 642-5200.

Objective: Develop a united community tourism direction, including a focused strategy to advance the preservation and promotion of Placerville and the surrounding region's assets, and implement a tourism marketing/promotional strategy.

Strategies:

2.1 Conduct a tourism conference for identifying the needs of the City of Placerville. Create a needs assessment document and distribute to City businesses creating buy-in to a tourism conference. Consider length of conference and times to accommodate business needs.

2.2 Prepare and implement a unified tourism marketing plan utilizing stakeholders including El Dorado Chamber of Commerce, El Dorado County, Placerville Business Districts, El Dorado Arts Council, etc.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- A. Update on Main Street Court House Reuse Blue Ribbon Committee
- B. Update on Potential Hotel Development

10. ITEMS FOR NEXT AGENDA: Continued discussion on Strategies 2.1 and 2.2

11. NEXT MEETING: November 20, 2015 Regular Meeting.

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