

Agenda City of Placerville Placerville Economic Advisory Committee

**Thursday, November 13, 2025 - 12:00 P.M.
Town Hall, 549 Main Street, Placerville, California**

- 1. CALL TO ORDER:** Pledge of Allegiance.
- 2. ROLL CALL:** Chair Miller, Vice Chair Anderson, Borelli, Lishman, Kaiserman, Windle, Vacant.
- 3. ADOPTION OF AGENDA.**
- 4. ADOPTION OF THE MINUTES OF THE MEETING OF October 9, 2025
(Attachment A)**
- 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. October Business License Report (Attachment B)**
 - b. October Retail trends (Attachment C)**

7. Presentations:

None

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 <https://www.cityofplacerville.org/peac-agendas>. 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.

8. DISCUSSION ITEMS: Review current Focus Strategies

- a. **Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson – Report by Committee**
- b. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Debbie Miller – Report by Committee**
- c. **Strategy 1.4 Broadband Infrastructure – Mickey Kaiserman, – Report by Committee/City Manager**
- d. **Strategy 5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement - Adam Anderson, Patty Borelli, Kathi Lishman - Report by Committee**
- e. **Strategy 3.3 Identify Aesthetic Improvements to commercial districts including signage, banners, landscaping, lighting, walkability, etc. - Adam Anderson, Tony Windle, Kathi Lishman – Report by Committee**
 - i. City Council A-board Sign review (Ms. Kendrick)
 - ii. Dog Relief Sub Committee report
- f. **Recommendations for “Buy Local Campaign”. Mr. Warren**
 - i. November 2025 Newsletter ([Attachment D](#))
- g. **Discussion regarding Vacant Commercial Buildings and potential action.**
 - i. City Council Vacant Business Registry status (Ms. Kendrick)
- h. **Discussion regarding potential Incentive Programs.**
 - i. Member Incentive Program ideas.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update
Mackinaw Hotel.
Forni Road Hotel - Application Ready to submit.
- b. Middletown and Mallard Affordable Housing Projects
- c. The Ridge at Orchard Hills Planned Development

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10. ITEMS FOR NEXT AGENDA:
11. Adjournment
12. NEXT MEETING: December 11, 2025

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