



*Placerville is the Place for Economic Vitality
and a Vibrant Lifestyle
that Respects its Historic Identity*



Agenda City of Placerville Placerville Economic Advisory Committee

**Thursday, January 8, 2026 - 12:00 P.M.
Town Hall, 549 Main Street, Placerville, California**

- 1. CALL TO ORDER:** Pledge of Allegiance.
- 2. ROLL CALL:** Vice Chair Anderson, Borelli, Lishman, Kaiserman, Raas, Windle, Vacant.
- 3. WELCOME NEW MEMBER MICA RAAS**
- 4. ELECT NEW CHAIR AND VICE CHAIR**
- 5. ADOPTION OF AGENDA.**
- 6. ADOPTION OF THE MINUTES OF THE MEETING OF November 13, 2025
(Attachment A)**
- 7. 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.

- 8. INFORMATIONAL ITEMS:**
 - a. November & December Business License Reports (Attachment B)**
 - b. December Retail Trends (Attachment C)**
 - c. Quarterly Sales Tax Reports (Attachment D)**

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.



*Placerville is the Place for Economic Vitality
and a Vibrant Lifestyle
that Respects its Historic Identity*



9. Presentations:

- a. Citrus Heights' Tool Kit Program (Ms. Kendrick)**

10. Assign Member Raas to Subcommittees

11. 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, Vacant – 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**
 - i. City Council Vacant Business Registry Ordinance Status (Ms. Kendrick)**
- 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 Ordinance status (Ms. Kendrick)**
 - ii. Dog Relief Sub Committee report (Member Windle, Mr. Nishihara)**
 - iii. Kiosk on Main report from Merchants on Main (Member Anderson)**
- f. Recommendations for “Buy Local Campaign”. Mr. Warren**
 - i. Suggestions for Next Newsletter**
- g. Discussion regarding potential Incentive Programs.**
 - i. Members’ Incentive Program ideas.**
- h. Changes or Adjustments to Discussion Items**

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.



*Placerville is the Place for Economic Vitality
and a Vibrant Lifestyle
that Respects its Historic Identity*



12. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Hotel Projects Update:
Mackinaw Hotel.
Forni Road Hotel
- b. Middletown and Mallard Affordable Housing Projects
- c. The Ridge at Orchard Hills Planned Development
- d. Water and Wastewater Cost of Service Study Update
- e. Annual Banners on Parade Project (20th Anniversary)

13. ITEMS FOR NEXT AGENDA:

14. Adjournment

15. NEXT MEETING: February 12, 2025

CERTIFICATION OF AGENDA POSTING

I, Rachel Doig, Deputy City Clerk of the City of Placerville, declare that the foregoing Agenda for the January 8, 2026, Regular Meeting of the Placerville Economic Advisory Committee was posted and available for review on January 5, 2026 at City Hall, 3101 Center Street, Placerville, CA 95667 and at Town Hall, 549 Main Street, Placerville, CA 95667.

The Agenda, including all staff reports and attachments, is available on the City website at www.cityofplacerville.org

Attest: *Rachel Doig*
Rachel Doig, Deputy City Clerk

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.