



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

1. **CALL TO ORDER:** Pledge of Allegiance.
2. **ROLL CALL:** Chair Windle, Vice Chair Anderson, Borelli, Lishman, Kaiserman, Raas, Vacant.
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF January 8, 2026  
(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. **January Business License Report (Attachment B)**
7. **Presentations:**

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**8. DISCUSSION ITEMS:**

- a. **Strategy 1.1 Business Outreach Visits: Patty Borelli, Tony Windle, Adam Anderson, Mica Raas – Report by Committee**
- b. **Strategy 4.3 Potential Annexation Areas – Mickey Kaiserman, Patty Borelli, Mica Raas – 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. Dog Relief Sub Committee report (Member Anderson, MOM)
  - ii. Kiosk on Main report from Merchants on Main (Member Anderson)
- f. **Recommendations for “Buy Local Campaign”. Mr. Warren**
  - i. Draft Newsletter to be distributed at the meeting
- g. **Discussion regarding potential Incentive Programs.**
  - i. Members’ Incentive Program ideas.
- h. **Changes or Adjustments to Discussion Items**

**9. PLACERVILLE ECONOMIC DEVELOPMENT STRATEGY REVIEW (Attachment C) – Ms. Kendrick and Mr. Warren**

- a. **Review the February 8, 2022 Placerville Economic Development Strategy to determine if any changes are needed and which strategies the PEAC would like to focus on for 2026.**

**10. RESOLUTION NO. 7964 - PEAC (Attachment D) – Ms. Kendrick and Mr. Warren**

- a. **Section 6 (Officers)**
- b. **Section 7 (Meetings: Frequency and Time)**
- c. **Section 11 (Duties)**

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**11. REVIEW NEW ONLINE BUSINESS LICENSE TAX SOFTWARE – Mr. Warren**

**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

**13. ITEMS FOR NEXT AGENDA:**

**14. Adjournment**

**15. NEXT MEETING: March 12, 2026**

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**CERTIFICATION OF AGENDA POSTING**

I, Rachel Doig, Deputy City Clerk of the City of Placerville, declare that the foregoing Agenda for the February 12, 2026, Regular Meeting of the Placerville Economic Advisory Committee was posted and available for review on February 9, 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](http://www.cityofplacerville.org)

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

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