

MINUTES

**CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
FRIDAY, February 17, 2017, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA**

1. **CALL TO ORDER:** The meeting was convened at 12:07 p.m. The Pledge of Allegiance was recited.

2. **ROLL CALL:**

Members Present: Chair Miller, Brown, Brent-Bumb, Payne
Members Absent: Kaiserman, Meuser, Wager
Staff Present: Rivas

3. **ADOPTION OF AGENDA:**

Adoption of the Agenda was moved by **Member Brent-Bumb** and seconded by **Member Brown**. Motion carried 4-0. **Kaiserman, Meuser and Wager Absent.**

4. **ADOPTION OF THE MINUTES OF THE MEETING OF January 20, 2017:**

Adoption of the Minutes was moved by **Member Brown**, and seconded by **Member Payne**. Motion carried 4-0, **Kaiserman, Meuser and Wager Absent**

5. **ITEMS OF INTEREST TO THE PUBLIC:** No members of the public were present.

6. **INFORMATIONAL ITEMS:** Reminder about process to reapply for PEAC. Members Terms Expiring March 1, 2017: **Debbie Miller and Dolly Wager.**

7. **PRESENTATIONS:**

A. **Placerville Sales Tax Per Capita Rankings.** Mr. Rivas made a presentation regarding the 2016 California Retail Survey – Per Capital Sales Rankings-California Cities and that Placerville ranked 42nd at \$25,281 sales per capita.

8. **DISCUSSION ITEMS:**

A. **Review outline and proposal to implement Strategy 6.1:**

Convene a Health and Wellness community roundtable to discuss the possibility of a focused effort to expand and diversify the health and wellness offerings in Placerville. Subcommittee Member Debbie Miller reported that Subcommittee is still in process of scheduling the next meeting.

B. **Strategy 4.1 Through the use of the Buxton ID Program, identify and prioritize retail businesses for location or expansion. Consider**

Recommendation to City Council regarding EconSolutions Program. Mr. Rivas reviewed the HdL Companies' EconSolutions programs and services shown on its website (www.Econsolutionsbyhdl.com) as a potential replacement to Buxton and that staff is considering asking the Council to fund the program in the coming year. The Committee recommended that staff request EconSolutions to hold a demonstration and that staff invite the County CAO and responsible staff; and Marshall Hospital.

C. Strategy 3.1 Establish Community Areas by Uniqueness and Interests

a. Geographic/historical/natural separation

b. Live, work, play, learn

Review Strategy 3.1 and discuss implementation. The Committee discussed the strategy with staff. The Committee recommended that the City create something that would be useful to visitors unfamiliar with the area and that the Committee will continue to discuss.

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS: Staff provided updates on the following projects:

- A. Update on Blairs Lane Bridge Replacement Project:** Mr. Rivas gave an update on the Blairs Lane Bridge Replacement CIP Project.
- B. Update on proposed Sidewalk Dining Ordinance:** Mr. Rivas gave an update on the City's Sidewalk Dining Ordinance; first reading made by City Council on February 14, 2017. Second reading scheduled for February 28, 2017 Council meeting.
- C. Update on Hampton Inn and Suites Hotel Development Application:** Mr. Rivas gave an update on the Hampton Inn Hotel Project and the adjoining gas station and country store project.
- D. Update on proposed Mosquito Road Hotel:** Mr. Rivas gave an update on the proposed "Mosquito Road Hotel" Project.
- E.** Mr. Rivas gave an update on proposed El Dorado RV Park and Campground/ Smith Flat Annexation.
- F. Member Miller** gave an update on Opportunity Knocks, Ending Homelessness Request for Proposals (RFP). Proposals for provision of client services due February 23, 2017.
- G. Member Payne** reported to the Committee on his attendance at the El Dorado County Community Economic Development Advisory Committee (CEDAC); and the Greater Sacramento Economic Council (GSEC).
- H. Member Brent-Bumb** reported that an international company, based in Brazil, will be locating in the El Dorado Hills Business Park.

10. ITEMS FOR NEXT AGENDA: Committee requested that staff have a

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Approved 

representative of ECONsolutions, HdL Companies, provide a presentation of products and services to the Committee.

11. **ADJOURNMENT:** The meeting was adjourned by **Chair Miller** at 1:16 p.m.
12. **NEXT MEETING:** March 17, 2017 Regular Meeting. **Member Brown** stated that he would not be available for the March 17th meeting.