

MINUTES

**CITY OF PLACERVILLE
PLACERVILLE ECONOMIC ADVISORY COMMITTEE
SPECIAL MEETING
FRIDAY, AUGUST 18, 2017, 12:00 P.M.
TOWN HALL, 549 MAIN STREET, PLACERVILLE, CALIFORNIA**

1. **CALL TO ORDER:** The meeting was convened at 12:04 p.m. The Pledge of Allegiance was recited.
2. **ROLL CALL:**

Members Present: Brown, Meuser, Brent-Bumb, Wager
Members Absent: Chair Miller, Vice Chair Kaiserman, Payne
Staff Present: Morris, Rivas
3. **ADOPTION OF AGENDA:** Item 8.B was moved to follow Item 8.D.

Adoption of the Agenda was moved by **Member Brent-Bumb** and seconded by **Member Wager. Motion carried 4-0.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF May 19, 2017:**

Adoption of the Minutes was moved by **Member Brent-Bumb**, and seconded by **Member Meuser. Motion carried 4-0.**
5. **ITEMS OF INTEREST TO THE PUBLIC:** No members of the public were present.
6. **INFORMATIONAL ITEMS:** None.
7. **PRESENTATIONS:** None.
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. Member Wager gave a report on the status. Project is on hold at this time.

- B. Strategy 4.1 Through the use of the Buxton ID Program, identify and prioritize retail businesses for location or expansion.** (This item was moved after Item 8.D.)
Mr. Morris gave an update and provided the Committee with initial report "Insight Market Analytics" prepared by HDL EconSolutions for Committee review. Mr. Morris stated that the funding included money for Barry Foster to do some economic consulting work including looking at the Carriage Trade Shopping Center on upper Broadway.

- C. **Review and make recommendations to propose City of Placerville Website Visitors Page.** Attached is a draft of the proposed page on the City's website to assist visitors to Placerville in planning their day.

<https://www.cityofplacerville.org/visiting-placerville-test-page>

Committee members commented that the map is of very low quality and that the map should not be the first item a user sees. This website needs "bling" and pictures such as the Bell Tower. The website does not draw attention.

Member Wager stated that the City needs to continue with the Business Outreach Program. This program allows the City to respond to business issues that are expressed by the owners.

- D. **Discussion of strategies and Goals to work on in the coming year.** The **Committee** continued discussion of this item until a full committee is present.

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

- A. **Update on Hampton Inn and Suites Hotel Development Application:** Mr. Morris and Mr. Rivas gave an update on the Hampton Inn & Suites hotel project and the adjoining gas station and country store project.
- B. **Update on proposed Mosquito Road Hotel:** Mr. Morris gave an update on the proposed "Mosquito Road Hotel" Project.
- C. **Update on El Dorado RV Park & Campground-Smith Flat:** Mr. Rivas gave an update on the RV & Campground project at the former Cornett Lumber Mill site and on the proposed annexations in the Smith Flat area.
- D. **Housing Update – Ridge at Orchard Hill, Cedar Bluffs-Unit 1, Astoria Residential Subdivision, Cottonwood Units 4 & 6, and Lumsden Ranch property.** Mr. Rivas gave an update on the status of these projects.
- E. **Member Brent-Bumb** reported that the County of El Dorado renewed the Chamber of Commerce's lease at 542 Main Street for another 5-year term.

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10. **ITEMS FOR NEXT AGENDA:** No new items identified.
11. **ADJOURNMENT:** The meeting was adjourned by **Acting Chair Brown** at 12:35 p.m.
12. **NEXT MEETING:** September 15, 2017 Regular Meeting.