



Civic Center Meeting Room, 1st Floor, 311 Vernon St.

roseville.ca.gov

The City of Roseville welcomes your participation.

Meeting Schedule: Regular meetings of the Roseville Economic Development Advisory Committee are held on the fourth Tuesday of January, April, July & October at 1:30 p.m.

Public Comment: Speakers have three (3) minutes under Public Comment to address the Chair of the meeting on issues that are not listed on the agenda and are within the City's jurisdiction. Please submit a yellow speaker card to the Secretary before the item is heard if you wish to make a comment.

Brown Act: The Roseville Economic Development Advisory Committee cannot discuss or act on items not listed on the agenda.

Agenda Items: Speakers have five (5) minutes to address items that are listed on the agenda.

Levine Act Provisions: If you've made a campaign contribution totaling more than \$500 (\$250 prior to January 1, 2025) to City Council Members in the last twelve (12) months, you must disclose it before addressing an item on the agenda. Please visit [Levine Act – City of Roseville](#) for updated forms and information.

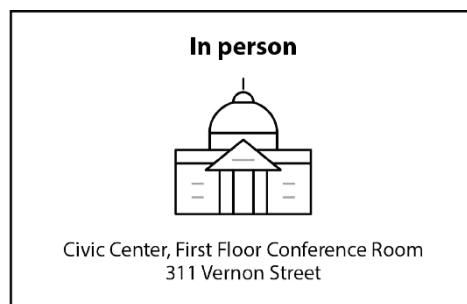
Audio/Visual Presentations: If making a presentation regarding an agenda item, audio/visual materials must be submitted to the Secretary for consideration at least 72 hours in advance.

Americans with Disabilities Act: If special assistance is required to participate in a meeting including the need of auxiliary aids or services, please notify the City Clerk at least 72 hours in advance of the meeting.

City Clerk 311 Vernon Street cityclerkroseville@roseville.ca.us 916-774-5263 TDD: 916-774-5220

Security Measures: All Roseville meeting attendees must successfully pass through a security metal detector. Any person with a prohibited item will not be allowed entry. Prohibited items include but are not limited to firearms (even with valid CCW), knives, pepper spray/mace, explosives of any kind/any weapons and/or dangerous devices of any kind, illegal drugs, and alcohol.

Viewing Options: The City of Roseville provides one option for viewing this meeting:





Tracy Mendonsa, Chair
Ananda Rochita, Chamber Representative
Jeff Richardson, Committee Member
Kristen Holihan, Committee Member
Lilia Tahmasian, Committee Member
Michael Tronnes, Committee Member
Angela Tsukiji, Committee Member
Phoebe Schueler, Secretary
Melissa Anguiano, Liaison

AGENDA

Economic Development Advisory Committee Meeting

July 28, 2026

1:30 PM

Civic Center Meeting Room, 1st Floor, 311 Vernon St.

I. CALL TO ORDER

II. SILENT ROLL CALL

III. PUBLIC COMMENTS

IV. APPROVAL OF MINUTES

1. Minutes of Prior Meeting

Summary: Staff recommends the Economic Development Advisory Committee approve the October 28, 2025, Committee meeting minutes.

CONTACT: Phoebe Schueler 916-746-1171 peschueler@roseville.ca.us

V. NEW BUSINESS

2. Roseville Housing Update

Summary: Greg Bitter, Assistant Director, Development Services Department, and Trisha Isom, Housing Manager, Housing, will present an update and forecast on Roseville Housing, Affordable Housing, and Pro-Housing Designation. For information only.

CONTACT: Phoebe Schueler 916-746-1171 peschueler@roseville.ca.us

3. Westfield Galleria - The Trails Project Update

Summary: Jeff Richardson, Senior General Manager of Westfield Galleria, will provide an update on Westfield Galleria Mall's exterior renovation of its western promenade and outdoor space, The Trails.

CONTACT: Gina McColl 916-774-5452 gmccoll@roseville.ca.us

VI. ROUNDTABLE

Committee members and staff provide updates on relevant industry trends and projects. For information only.

VII. ADJOURNMENT



Economic Development Advisory Committee Communication

Meeting Date: 7/28/2026
Item #: IV.1
Item ID: 2026-586

Title: Minutes of Prior Meeting
Contact: Phoebe Schueler 916-746-1171 peschueler@roseville.ca.us

SUMMARY

Staff recommends the Economic Development Advisory Committee approve the October 28, 2025, Committee meeting minutes.

RECOMMENDATION

Respectfully Submitted,
Phoebe Schueler, Executive Assistant

Melissa Anguiano, Economic Development Director

ATTACHMENTS:

1. Minutes_draft_10.28.2025_Meeting

REVIEWERS:

Phoebe Schueler, City Manager Department - City Manager
Wayne Wiley, Economic Development Department
Melissa Anguiano, Economic Development Department
Jonathan Levy, City Attorney Department
Phoebe Schueler, City Manager Department - City Manager

Created/Initiated - 7/8/2026
Approved - 7/14/2026
Approved - 7/14/2026
Approved - 7/14/2026
Final Approval - 7/15/2026



DRAFT

Tracy Mendonsa, Chair
Stephen Clark, Chamber Representative
Jeff Richardson, Committee Member
Andrew Tagg, Committee Member
Michael Tronnes, Committee Member
Angela Tsukiji, Committee Member
Lilia Tahmasian, Committee Member
Melissa Anguiano, Liaison
Cary Camilleri, Secretary

MINUTES

Economic Development Advisory Committee Meeting

October 28, 2025

1:30 PM

Public Meeting Rooms 1 & 2, 311 Vernon Street

I. CALL TO ORDER

Chair Tracy Mendonsa called the Economic Development Advisory Committee meeting to order at 1:32 p.m.

II. SILENT ROLL CALL

Committee Members Present:

Chair Tracy Mendonsa, Councilmember
Stephen Clark, Roseville Area Chamber of Commerce
Michael Tronnes, Industry Representative
Jeff Richardson, Industry Representative
Lilia Tahmasian, Industry Representative

Committee Members Absent:

Andrew Tagg, Industry Representative
Angela Tsukiji, Industry Representative

III. PUBLIC COMMENTS

Staff members from the Greater Sacramento Economic Council (GSEC) provided brief self-introductions to the group.

IV. MINUTES

1. Approve the Draft Minutes of the previous meeting

Summary: Approval of the Draft Minutes of the July 22, 2025 Economic Development Advisory Committee meeting.

CONTACT: Cary Camilleri 916-746-1350 cacamilleri@roseville.ca.us

No public comment received.

Motion by, Michael Tronnes, seconded by Jeff Richardson to approve the Minutes of the July 22, 2025, meeting.

The motion passed by the following vote: Ayes: Jeff Richardson, Michael Tronnes, Stephen Clark, Chair Tracy Mendonsa, and Lilia Tahmasian

Noes: None

Absent: Angela Tsukiji and Andrew Tagg

Minutes of the July 22, 2025, meeting approved.

V. NEW BUSINESS

2. Commercial Corridor Incentives

Summary: Economic Development Analyst Gina McColl will present an update on the incentives package for the Specific Plan known as the Commercial Corridors. For Information only.

CONTACT: Gina McColl 916-774-5452 gmccoll@roseville.ca.us

Gina McColl, Economic Development Analyst, presented the update on the Commercial Corridors future plans, including the Development Impact Fee Credit Program (DIFC) and the Façade and Frontage Improvement Program (FFIP), which aim to reduce financial barriers and support revitalization. No public comment received.

3. Newmark Semiconductor Study Update

Summary: Economic Development Department Project Manager Rob Cline will provide a presentation on the results of the Newmark Semiconductor Study. For Information only.

CONTACT: Rob Cline 916-746-1172 racline@roseville.ca.us

Rob Cline, Economic Development Project Manager, delivered a detailed presentation on the findings of the Newmark Semiconductor Study, including a comprehensive summary report. No public comment received.

4. Roseville Venture Lab Update

Summary: Economic Development Department Manager Wayne Wiley will provide an update on the Roseville Venture Lab. For information only.

CONTACT: Wayne Wiley 916-774-5283 wwiley@roseville.ca.us

Wayne Wiley, Economic Development Manager, shared a brief update on the current Roseville Venture Lab programs along with a preview of upcoming activities and initiatives. No public comment received.

VI. ROUNDTABLE

Committee members and staff provide updates on relevant industry trends and projects. For information only.

No public comment received.

Stephen Clark discussed recent updates regarding international flights and highlighted the airport's

role in supporting economic growth and development.

Lilia Tahmasian discussed local demographic trends and the area's appeal to luxury-focused investments. She also highlighted how small businesses are adapting by offering diverse products and services to meet evolving consumer needs.

Jeff Richardson shared updates on recent developments and activity in the retail sector. He also discussed planned enhancements to mall areas and promenades.

Michael Tronnes shared updates on regional medical care developments, highlighting recent health policy changes and their broader implications for healthcare access and delivery across the greater Sacramento area.

Helen Dyda, Department Public Information Officer, highlighted the role of public media in promoting commercial corridors and emphasized the Economic Development Department's ongoing efforts to engage with the community.

Bill Chaplin, Electric Economic Development and Partnership Manager, discussed the availability of reliable power infrastructure in Roseville and future development projects for the area. He shared details about incentives available through the end of the year from Roseville Electric, aimed at supporting energy efficiency and encouraging community participation in utility programs.

Melissa Anguiano, Economic Development Director, discussed plans for upcoming visits to key suppliers and emphasized efforts to expand market reach and strengthen regional and international business connections. She shared plans for the Grand Opening of the Placer Valley Soccer Complex, which will be celebrated with a series of community-centered events.

Wayne Wiley, Economic Development Manager, shared plans for the Town Center to have an ice rink from December 4, 2025 to January 7, 2026, sponsored by Downtown Roseville Partnership in the upcoming Go Downtown events. He provided the update that the Union Pacific Rail Road announced the arrival of Union Pacific's Big Boy #4014 for April 2026.

Rob Cline, Economic Development Project Manager, discussed a recent study, upcoming spring business walks, and efforts to support Commercial Corridors through resources and outreach.

Gina McColl, Economic Development Analyst, shared updates on downtown events and a partnership with the Engage, Empower, and Implement Grant program with the City and the Health Education Council to engage core neighborhoods.

VII. ADJOURNMENT

Meeting was adjourned at 2:56 p.m.



Economic Development Advisory Committee Communication

Meeting Date: 7/28/2026
Item #: V.2
Item ID: 2026-587

Title: Roseville Housing Update
Contact: Phoebe Schueler 916-746-1171 peschueler@roseville.ca.us

SUMMARY

Greg Bitter, Assistant Director, Development Services Department, and Trisha Isom, Housing Manager, Housing, will present an update and forecast on Roseville Housing, Affordable Housing, and Pro-Housing Designation. For information only.

RECOMMENDATION

Respectfully Submitted,
Phoebe Schueler, Executive Assistant

Melissa Anguiano, Economic Development Director

ATTACHMENTS:

None

REVIEWERS:

Phoebe Schueler, City Manager Department - City Manager
Wayne Wiley, Economic Development Department
Melissa Anguiano, Economic Development Department
Jonathan Levy, City Attorney Department
Phoebe Schueler, City Manager Department - City Manager

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Final Approval - 7/15/2026



Economic Development Advisory Committee Communication

Meeting Date: 7/28/2026
Item #: V.3
Item ID: 2026-589

Title: Westfield Galleria - The Trails Project Update
Contact: Gina McColl 916-774-5452 gmccoll@roseville.ca.us

SUMMARY

Jeff Richardson, Senior General Manager of Westfield Galleria, will provide an update on Westfield Galleria Mall's exterior renovation of its western promenade and outdoor space, The Trails.

RECOMMENDATION

Respectfully Submitted,
Gina McColl, Economic Development Analyst

Melissa Anguiano, Economic Development Director

ATTACHMENTS:
None

REVIEWERS:

Phoebe Schueler, City Manager Department - City Manager
Wayne Wiley, Economic Development Department
Melissa Anguiano, Economic Development Department
Jonathan Levy, City Attorney Department
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