



Krista Bernasconi, Mayor
Karen Alvord, Vice Mayor
Bruce Houdesheldt, Councilmember
Tracy Mendonsa, Councilmember
Pauline Roccucci, Councilmember
Dominick Casey, City Manager
Michelle Sheidenberger, City Attorney
Carmen Avalos, City Clerk

MINUTES

City Council Special Meeting

February 23, 2026

9:00 AM

**Martha Riley Community Library,
1501 Pleasant Grove Blvd.**

I. CALL TO ORDER

Mayor Bernasconi called the meeting to order at 9:01 AM.

II. ROLL CALL

Present: Vice Mayor Karen Alvord, Councilmember Bruce Houdesheldt, Council Member Pauline Roccucci and Mayor Krista Bernasconi.

Council Member Tracy Mendonsa arrived at 9:18 am.

III. PLEDGE OF ALLEGIANCE

Public Works Director Jason Shykowski led the Pledge of Allegiance.

IV. MEETING PROCEDURES

City Clerk Carmen Avalos announced the procedures for addressing the City Council.

V. PUBLIC COMMENTS

Sonya McPhaul spoke on lighting concerns.

Derek Pell spoke on e-Bikes.

Julia Sweeney spoke on recent news coverage about landscape taxes in older neighborhoods.

Dorothy Roberts spoke on flood concerns in the Alta Vista Avenue neighborhood and provided photographs for City review.

VI. STRATEGIC PLANNING WORKSHOP

1. Workshop Agenda

1.1 Setting the Stage

1.2 Icebreaker

1.3 Governing Together for Roseville

1.4 Staff presentations - Sports Tourism, Landscape Corridors, Development Trends, Police Update

1.5 Update and Discussion of Accomplishments, Priorities and Strategies

1.6 Next Steps

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1.1 Setting the Stage

- Opening comments from Mayor Bernasconi and City Manager Dominick Casey
- Agenda review
- Norms and bike rack
- Expectations for the workshop

Expectations

- Being productive and efficient
- Having open dialogue
- Seeing how City Council's strategic plan has been accomplished
- Continue to meet the needs of the community
- No expectations!

1.2 Ice Breaker and 1.3 Governing Together for Roseville

- Long-term stewardship
- Shared commitment to responsibility and thoughtful growth
- Continue to work respectfully
- Public trust
- Be good stewards of the general fund
- Provide safe streets and utilities
- Safe and healthy community
- Financial stability
- Candor helps to make well-reasoned decisions

Meeting recessed at 10:11 a.m.

Meeting reconvened at 10:25 a.m.

1.4 Staff Presentations

City Manager Dominick Casey introduced Parks, Recreation and Libraries Director Jill Geller, and Recreation Manager Jeff Nereson who made the **Sports Tourism** presentation to City Council.

Placer Valley Sports Complex

- Current anchor tenant revenue is projected to be approximately \$810,000 annually
- Currently the city has 11 sponsors with committed sponsorship revenue exceeding \$5.3M

2026 Sports Tourism

- Softball - estimated economic impact \$400,000
- Aquatics - estimated economic impact \$1.7M

2026 Placer Valley Sports Complex

- 2026 estimated direct economic impact \$16,233,436
- 2026 estimated indirect economic impact \$22,387,376

Streetscape Improvements Update

Parks Recreation & Libraries Director Jill Geller introduced Park Planning and Development Manager Tara Gee, who provided an update on streetscape improvements focused on Cirby Way medians, Rocky Ridge Drive, the Sunrise Greenway, and Cirby Way. The budget for improvements across these areas is approximately \$4M. Median improvements on Cirby Way include dry creek beds and an updated welcome sign. Rocky Ridge Drive is also being improved with dry creek beds; dated irrigation systems have posed challenges to the improvements.

Meeting recessed at 11:52 a.m.

Meeting reconvened at 12:34 p.m.

Development Trends

City Manager Casey introduced Development Services Director Mike Isom who made the **Development Trends** presentation to City Council.

Five-Year Permit Trend

- 37,479 building permits overall
- 6,518 SFD
- 2,703 MFD
- 1,341 tenant improvements
- 212,797 building inspections
- \$2,449,487,321 combined valuation

Projected Development Activity FY2026-27

- 777 SFD
- 550 MFD
- 562ksf new non-residential
- \$298 million valuation

Residential Absorption Outlook

- 4,283 SFD remaining (entitled as of February 2026)
- 3,600 SFD in greenfield areas
- Phillips Road Site +529 SFD
- Chan Property +214 SFD
- 999 finished lots (February 2026)
- Estimated 4 to 5 year absorption
- 6,500 multifamily remaining (entitled as of February 2026)

Commercial Corridors Activity

- New Roseville square pad building - 85°C Bakery
- 1376 Lead Hill - Reliable Buick service center
- Sale of Claim Jumpers building

- Incentive program launch imminent - Impact fee credit program and Façade rebate program

Development Services Director Mike Isom introduced Police Chief Troy Bergstrom to provide a **Public Safety** update.

Crime Against Persons

- 1% reduction in 2025
- Follows a 13.6% drop in 2024
- Simple assault accounts for 63% of total
- 20% of all crime is a crime against a person

Crime Against Property

- 14% reduction in 2025
 - Follows 4% drop in 2024
 - 54% of all crime is a property crime
 - Robbery dropped 35%
- Majority of other property offenses declined - Vehicle theft (-27%) & Burglary (-15%)

Crimes Against Society

- Up 2.6% in 2025
- 25% of all crime
- Drug crimes account for 88%
- Direct result of officer-initiated activity and cases by Crime Suppression Unit.

Overall Crime Changes

- 7.7 % reduction in 2025
- Follows a 4.62% reduction in 2024
- While resident population and daytime population continue to grow

Reasons for Reductions

- Full staffing
- Investigative work on organized retail crime
- Real time crime center
- Potential Impacts of Prop 36
- District attorney

No public comment was received.

Meeting recessed at 1:48 p.m.

Meeting reconvened at 2:00 p.m.

1.5 Update and Discussion of Accomplishments

- Placer Valley Sports Complex
- Business-friendly climate, including Costco and Bosch
- Constructive partnerships with the business community and trade associations
- Progress on parks
- Public safety and enhanced ability to address crime

- Well-positioned with utilities
- Continued regional leadership
- The City has long embraced a tradition of partnerships with nonprofits, such as PRIDE Industries
- Excellent staff and long-range planning
- The City Manager is stewarding a new generation of leaders as part of intentional succession planning
- Maintaining a balanced budget and strong financial stewardship despite economic uncertainty
- The City's approach to animal control is state-of-the-art
- The City's Parks, Recreation and Libraries Department was fully accredited and nominated for another prestigious award this year

Councilmembers' Priorities

- Continuing to strengthen public safety
- Keep an eye on sales tax/revenue
- Corridor revitalization
- Commercial and industrial development
- Balanced growth
- Maintaining a quality of life
- Maintaining a "One Roseville" focus
- Succession planning; anticipating turnover

Strategies

City Manager Dominick Casey made the presentation to the City Council.

Ensure a Safe and Healthy Community

- Maintain public safety service levels and response times as the City grows
- Maintain City efforts to reduce homelessness while collaborating and advocating regionally as appropriate
- Promote a safe community in which all feel welcome and included

Remain Fiscally Responsible in a Changing World

- Balance City services and customer rates amid legislative mandates and rising costs
- Seek ways to reduce pension obligations
- Identify and pursue opportunities for new revenue streams

Enhance Economic Vitality

- Advance sports tourism, including soccer complex
- Foster a business climate that supports small businesses and entrepreneurship while attracting and strengthening emerging technology and industry sectors
- Attract business that are mutually beneficial to regional interests (e.g. manufacturing)
- Leverage opportunities for innovation and workforce development created by Bosch's investment in Roseville
- Accentuate arts and culture in creating a sense of place

Invest in Well-Planned Infrastructure and Growth

- Reinvest in core neighborhoods
- Increase funding for CIP rehabilitation to prevent erosion of infrastructure
- Implement technology solutions to mitigate traffic concerns along crucial corridors

- Maintain investment in water resiliency and increase capacity of the electric utility
- Seek increased regional and local transportation funding and revenues
- Improve Roseville's gateway and entryway corridors
- Focus on cybersecurity to ensure continuity of operations and operational resiliency

Support Community Engagement and Advocacy

- Remain focused on community engagement and education about City services, planning, and the budget
- Explore opportunities to engage all community members in relevant ways
- Inform county, state, and federal policymakers on key City issues and the importance of local decision-making

Deliver Exceptional City Services

- Remain an employer of choice through expanded recruitment and attraction efforts, a focus on retention and a positive culture
- Anticipate and implement succession planning strategies, including training and development
- Maintain a strong focus on code enforcement efforts, including graffiti and blight abatement
- Invest in technology that contributes to the effective delivery of services

No public comment received.

VII. ADJOURNMENT

Mayor Krista Bernaconi adjourned the meeting at 3:31 p.m.