



AGENDA

October 27, 2020

VIRTUAL MEETING OF ECONOMIC DEVELOPMENT ADVISORY COMMITTEE 1:30 p.m.

Committee members may teleconference pursuant to Executive Order N-29-20. Members of the public may view the meeting on Comcast channel 14, Consolidated Communications channel 73 and AT&T U-Verse. Economic Development meetings are also video streamed live and are available on the City's website and YouTube channel. Members of the public may offer public comment by the following means:

Dial in Phone Number: 916-774-5353
Email: publiccomment@roseville.ca.us

If you need a disability-related modification or accommodation to participate in this meeting, please contact Voice: 916-774-5200, TDD: 916-774-5220. Requests must be made as early as possible.

THE CITY OF ROSEVILLE WELCOMES YOUR PARTICIPATION

If an agenda item is open to public comment, such public comment shall be addressed to the chair of the meeting.

Public Comment - Speakers have three minutes under Public Comment to speak on issues that are not listed on the agenda and are within the City's jurisdiction. The Brown Act does not permit any action or discussion on items not listed on the agenda.

Consent Calendar - If applicable, the Consent Calendar consists of routine items that may be approved by one motion. Any person can remove an item from the Consent Calendar to be discussed separately.

Agenda Items - Speakers have five minutes to address items that are listed on the agenda.

Americans with Disabilities Act - Notify the City Clerk or Secretary at least 72 hours in advance if special assistance is required to participate in a meeting including the need of auxiliary aids or services.

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

1. CALL TO ORDER

2. SILENT ROLL CALL

3. PUBLIC COMMENTS

4. CONSENT CALENDAR

4.1. Minutes of January 28, 2020

5. STAFF REPORTS

5.1. Approval of Advantage Roseville Sponsorship Policy - Laura Matteoli

6. STAFF UPDATES / PRESENTATIONS

6.1. Development Services - Development Impact Fee Presentation - Mike Isom / Mark Johnson

6.2. Quarterly Report Presentation - Troy Holt

6.3. Property Sales and Request for Proposals Update - Wayne Wiley

6.4. Downtown Update - Rob Cline

7. ROUNDTABLE

7.1. Idea for the Committee: Guest Speakers - Laura Matteoli

8. ADJOURNMENT



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE COMMUNICATION

Title: Minutes of January 28, 2020

Contact:

Meeting Date: 10/27/2020

Item #: 4.1.

ATTACHMENTS:

Description

January 28, 2020 Minutes



**Economic Development Advisory Committee
Tuesday, January 28, 2020
1:30 p.m.
Hutchison Conference Room
311 Vernon Street**

1. CALL TO ORDER

Councilmember Scott Alvord called the October 22, 2019 meeting to order at 1:30 p.m.

2. SILENT ROLL CALL**Committee Members Present:**

Councilmember Scott Alvord
Eric Avery, Industry Representative
Stephanie Dement, Industry Representative
John Mason, Chamber Representative
Jeff Richardson, Industry Representative
Angela Tsukiji, Industry Representative

City Staff Present:

Laura Matteoli, Economic Development Director
Michelle Sheidenberger, Assistant City Attorney
Wayne Wiley, Economic Development Manager
Rob Cline, Economic Development Analyst
Troy Holt, Economic Development Manager

Committee Members Absent:

Naaz Alikhan

3. PUBLIC COMMENTS

None

4. MINUTES OF October 22, 2019**4.1. Minutes of October 22, 2019**

Motion by Angela Tsukiji, seconded by Stephanie Dement to approve the Minutes of October 22, 2019.

The motion passed with following vote:

Ayes: Alvord, Avery, Dement, Mason, Richardson, Tsukiji

Noes: None

Abstain: None

Absent: Alikhan

5. COMMITTEE MEMBER / STAFF REPORTS**5.1. Business Retention Visits**

Laura provided a status update on the business retention visits. Staff & EDAC completed approx. 70 businesses. Laura shared that there were a couple categories that stood out from the business visits which were: 1) workforce development; 2) assistance with permitting; 3) general relationship building with companies; and 4) security.

Jeff Richardson and Stephanie recommended a summary fact sheet of business retention visits.

5.2. Downtown Business Update

5.2.a. DRP Façade Improvement Rebate Program –

DRP Façade Improvement Rebate Program: Staff provided an update that the DRP is providing a \$50,000 Façade Grant Program (pilot program). January 1 DRP launched applications. The DRP is expected to take action on the 1st three applications at their February meeting.

Scott Alvord asked how the DRP was providing outreach. Rob Cline responded marketed on social media and their newsletter. The Merchants Association also provided notice through email and social media. And the City provided notice in Business Matters. Staff provided notice to downtown business.

5.2.b. Post Office –

Laura provided a update on City efforts to retain the post office downtown. The current Post Office site is under a purchase and sale agreement.

5.2.c. 116 S. Grant Street –

Laura provided a status update of 116 S. Grant Street building acquisition. Indicating that Roseville Electric would like to perform a need analysis and the remainder would be leased out. Once Roseville Electric determines their need, staff will work to lease out the remainder of the building.

The Committee echoed the sentiment that foot traffic is what the downtown needs.

5.3. Surplus Property Update

Troy provided an update on properties and state Legislation.

5.4. Advantage Roseville Sponsorships

Laura discussed the programming of Advantage Roseville sponsorship monies. Indicated that the sponsorship policy needs to be redrafted to reflect EDAC oversight.

Discussion was made in regards to whether or not the Board could request donations.

Michelle S indicated that the program could receive donations but Committee members could not solicit donations.

Scott requested staff to update sponsorship policy for Committee review.

6. **ROUNDTABLE**

- Stephanie Dement – Stephanie discussed educational retention programs. 39% of residents have higher education.
- Jeff Richardson – Westfield recently had global CEO visit. Working on development plan and hoping soon to have a proposal. Jeff shared that they expected an early September opening of the Sears renovation.

- John Mason – John shared that the Chamber Installation dinner was on Thursday.
- Angela Tsukiji – Angela provided a summary of Government Affairs including Placer County's Housing Trust which will help promote and construct affordable housing in County.
- Eric Avery – Eric shared that the economic trend was downsizing, repositioning and structuring deals in Roseville.
- Scott Alvord – Stockton Heat looking for placer in Placer County. Wood Rodgers opened on Vernon Street. PVT's Grand Opening was scheduled for Feb 13th. Penumbra recently opened bringing 250 new employees to the City of Roseville.
- Staff Updates:
Wayne - Wayne provided a highlight of Placer Valley 2020 event and status of Tower Theater.

Bill Chaplin & Troy Holt – Staff discussed status of Roseville Electric and Economic Development's Partnership. Shared the new collateral packet and Roseville Electric video promoting the City.

Rob Cline – Rob shared the new Economic Development website. He also mentioned the upcoming Leadership Roseville Career Fair.
- Public Comment Update:
Wendy Gerig – Wendy shared with the Committee that the former Adventist Health office buildings were now being leased up and receiving some significant upgrades.

7. **ADJOURNMENT**

A motion was made by Stephanie Dement and seconded by Jeff Richardson to adjourn the meeting at 3:00 p.m.

The motion passed with following vote:

Ayes: Alvord, Avery, Dement, Mason, Richardson, Tsukiji

Noes: None

Abstain: None

Absent: Alikhan



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE COMMUNICATION

Title: Approval of Advantage Roseville Sponsorship Policy - Laura Matteoli

Contact:

Meeting Date: 10/27/2020

Item #: 5.1.

ATTACHMENTS:

Description

Advantage Roseville Sponsorship Policy



Economic Development Advisory Committee

Title: Sponsorship Policy

Staff: Laura Matteoli, Economic Development Director

Meeting Date: 10/16/2020

PURPOSE

To establish a policy for the granting of sponsorships and to create guidelines for the Economic Development Director to approve a sponsorship, as approved by the Roseville Economic Development Advisory Committee, hereby referred to as the "EDAC". Sponsorship approvals shall be consistent with the goals of the Roseville Economic Development Strategic Plan. Sponsorships shall benefit or contribute to the physical, economic and educational development of the community and expand employment, economic prosperity and housing opportunities within the City of Roseville.

POLICY

The Economic Development Director may approve a sponsorship not exceed \$1,000.00. All sponsorships greater than \$1,000.00 shall be approved by EDAC. Sponsorships are limited to \$1,000.00 per fiscal year per Organization, unless approved by action of EDAC either through the annual budget or approved as an action item at a regular meeting.

Sponsorships shall meet the intent of the Roseville Economic Development Strategy for purposes including, but not limited to, providing physical, economic and educational development and revitalization efforts resulting in expended employment, economic prosperity and business and housing opportunities for businesses and residents and to provide such charitable services in accordance with the Roseville Economic Development Department's goals and objectives.

Who May Apply

1. Non-profit 501(c)(3) or 501(c)(4) organizations serving community and citizens of Roseville are eligible.
2. Religious organizations, but the activity, project or program cannot include a promotion of a particular religious belief.
3. Business activities and events that meet or promote the goals of EDAC.

How To Apply

1. Requests must be made in writing or email and submitted to the Roseville Economic Development Department, 311 Vernon St, Roseville, CA 95678.
2. Requests must be submitted at least four weeks prior to date needed to receive consideration.
3. Requests must include:
 - a. A detailed description of the intended use of the funds,
 - b. Identify amount of sponsorship Requested,
 - c. Date sponsorship is needed,
 - d. Identify who benefits directly from contribution,

- e. Provide proof of 501 (c)(3) or 501 (c)(4) status, and
 - f. Requestor Information: Contact person's name, address, phone, and email.
- 4. Requests must include a sponsorship of support from at least one EDAC member.

EDAC and/or the Economic Development Director reserve the right to approve or deny requests at their discretion.