



MINUTES

October 22, 2024

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING

1:30 p.m.

Civic Center Meeting Rooms 1 & 2

311 Vernon Street

Roseville CA

1. CALL TO ORDER

Chair Scott Alvord called the Economic Development Advisory Committee meeting to order at 1:34 p.m.

2. SILENT ROLL CALL

Committee Members Present:

Chair Scott Alvord, Councilmember
Michael Tronnes, Industry Representative
Angela Tsukiji, Industry Representative
Jeff Richardson, Industry Representative
Andrew Tagg, Industry Representative

Committee Members Absent:

Naaz Alikhan, Industry Representative
Stephen Clark, Industry Representative

3. PUBLIC COMMENTS

No Public Comments received.

4. SPECIAL PRESENTATION

4.1. Recognition of Outgoing Chair Scott Alvord

No Public Comments received.

Economic Development Director Melissa Anguiano recognized Chair Scott Alvord for his many years of service on the Economic Development Advisory Committee.

5. MINUTES

5.1. Approval of Minutes from July 23, 2024, meeting

Approve the Draft Minutes of the July 23, 2024, Economic Development Advisory Committee meeting.

No Public Comments received.

Motion by Michael Tronnes, seconded by, Jeff Richardson to approve the Minutes of the July 23, 2024, meeting.

The motion passed by the following vote:

Ayes: Andrew Tagg, Angela Tsukiji, Chair Scott Alvord, Jeff Richardson, Michael Tronnes

Noes: None

Abstain: None

Absent: Naaz Alikhan, Stephen Clark

Minutes of the July 23, 2024, meeting approved.

6. ROUNDTABLE

6.1. Roundtable

Committee Members and Staff to provide updates and information on relevant industry trends and projects, for information only.

No Public Comments received.

Chair Scott Alvord discussed the importance of the City's Strategic Plans and the value of the Economic Development Advisory Committee's communication and the exchange of information between members, industry representatives, and City staff.

Michael Tronnes provided information regarding healthcare-related construction and new building progress in the local area. He discussed that recent growth in the area has led to increased need for medical services and additional staff in the local community.

Angela Tsukiji provided information about the Building Careers Foundation's skills training, certificate programs, and a leadership development group's recent tour of the City's Roseville Energy Park.

Jeff Richardson discussed the recent growth of new stores, remodels, and increase in visitors at the Galleria Mall. He talked about the Sacramento Kings basketball team kicking off the start of their season in October with a signing event at the mall that was well attended.

Andrew Tagg discussed recent banking industry trends in the local area and nationwide. He discussed statistics for commercial lending in the housing and retail markets.

Melissa Anguiano, Economic Development Director, provided tentative dates for the year 2025 Economic Development Advisory Committee Quarterly meeting dates and ideas for City staff's future agenda items.

Wayne Wiley, Economic Development Manager, provided updates on the October 21, 2024 Idea Summit Panel meeting that emphasized policies, partnerships, and programs. He discussed the Roseville Venture Lab's new program "SizeUp Roseville" and the website's interactive business tools. Website link [Roseville, CA - Government - City Small Business Insights \(sizeup.com\)](https://sizeup.com)

Rob Cline discussed the status of the Winding Creek Apartment project and Phillip Road project. Rob talked about the City's surplus land inventory and mapping of City parcels. He also provided information on Adventist Health and Sutter's recent workforce programs.

Gina McColl, Economic Development Analyst, discussed the City's incentives for the Fee Deferral Program for new projects. She mentioned the City of Roseville website page that highlights local businesses. Link provided [Economic Development - City of Roseville](#)

David Bradford, Electric Customer Programs Supervisor, announced the relocation of Roseville Electric's administrative staff from 2090 Hilltop Circle to 116 S. Grant Street in Downtown Roseville.

7. STAFF REPORTS/PRESENTATIONS

7.1. Business Engagement Visits

Economic Development Project Manager Rob Cline will provide an informational update for the business engagement visits.

No Public Comments received.

Economic Development Project Manager Rob Cline provided business engagement visit updates for Kaiser and Sutter that City staff attended in September. He provided information about Placer County and Roseville partnerships that improve quality of life and increased new development in Roseville.

7.2. Placer County Arts Economic Prosperity 6 Study

Darci Frank, Arts Council of Placer County and Board Chair Twiana Armstrong will present the data from the Arts Economic Prosperity 6 study conducted in partnership with Americans for the Arts, providing local and national data on the economic impact of non-profit arts and culture sector. For information only.

No Public Comments received.

The Arts Council of Placer County (ACPC), Darci Frank and Chair Twiana Armstrong presented the data and provided the information from the Arts Economic Prosperity 6 Study (AEP6). They described the economic and social impacts of non-profit arts and culture business sectors locally and nationally. Managing Director Barbara Burge and Jay Ross represented the Arts Council of Placer County in the discussions. They provided an informational flyer for the AEP6 results and a flyer announcing that at ACPC, November is Placer County Arts & Culture Month.

8. ADJOURNMENT

Meeting was adjourned at 2:49 p.m.



MINUTES
July 23, 2024

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING

1:30 p.m.

Civic Center Meeting Rooms 1 & 2
311 Vernon Street
Roseville CA

1. CALL TO ORDER

Chair Scott Alvord called the Economic Development Advisory Committee meeting to order at 1:36 p.m.

2. SILENT ROLL CALL

Committee Members Present:

Chair Scott Alvord, Councilmember
Michael Tronnes, Industry Representative
Andrew Tagg, Industry Representative
Angela Tsukiji, Industry Representative
Jeff Richardson, Industry Representative
Naaz Alikhan, Industry Representative (arrived at 1:45 p.m.)

Chair Scott Alvord introduced the Economic Development Advisory Committee's newest Board Member, Andrew Tagg, Banking Industry Representative.

3. PUBLIC COMMENTS

No Public Comments received.

4. MINUTES

4.1. Approval of Minutes from April 23, 2024, meeting

Approve the Draft Minutes of the April 23, 2024, Economic Development Advisory Committee meeting.

No Public Comments received.

Motion by Jeff Richardson, seconded by, Michael Tronnes to approve the Minutes of the April 23, 2024, meeting.

The motion passed by the following vote:

Ayes: Jeff Richardson, Michael Tronnes, Angela Tsukiji, Chair Scott Alvord

Noes: None

Abstain: Andrew Tagg

Absent: Stephen Clark

Naaz Alikhan arrived at 1:45 p.m. after the vote on this item.

Minutes of the April 23, 2024, meeting approved.

5. STAFF REPORTS

5.1. Economic Development Department Annual ICSC Conference Update

Economic Development Project Manager Wayne Wiley and Economic Development Analyst Gina McColl provided an informational update on the Annual International Council of Shopping Centers (ICSC) Conference held in Las Vegas on May 19-21, 2024.

No Public Comment received.

Chair Scott Alvord, Committee Member Andrew Tagg, and Economic Development Director Melissa Anguiano, discussed benefits of the ICSC conference.

6. ROUNDTABLE

6.1. Roundtable

Committee Members and Staff provided updates and information on relevant industry trends and projects.

Andrew Tagg provided information on commercial lending and customer service in the banking industry.

Michael Tronnes provided information about new hospital and medical buildings in the region.

Naaz Alikhan provided information about office space, mixed use, retail, and storage options in the building industry.

Jeff Richardson discussed online and in-store shopping trends and recently opened and upcoming retailers in the area.

Angela Tsukiji provided information about home sales and averages in the greater Sacramento region.

Chair Scott Alvord discussed aspects of community life, local workforce, and residing in and around Roseville.

Bill Chaplin, Electric Economic Development Project Manager, provided information about the upcoming Meet The Consultants (MTC) August 2024 conference. He discussed the Lineworkers Rodeo event that is planning to be held in Roseville @TheGrounds in March 2025.

Joe Mandell, Senior Deputy City Attorney, provided an update on the U.S. Supreme Court's recent decision in City of Grants Pass, Oregon v. Johnson regarding local enforcement of laws regulating camping on public property.

Wayne Wiley, Economic Development Project Manager, provided information about downtown Vernon Street area developments for business and retail opportunities. He provided information about the Union Pacific Rail Road Big Boy 4014 downtown community event on July 12th and 13th, 2024 and the variety of retail and entertainment activities that took place.

Gina McColl, Economic Development Analyst, provided information on new business, retail, entertainment, and restaurants in Roseville. The city website address she provided has information about Downtown and Old Town Roseville developments. Website provided [Downtown & Old Town Roseville - City of Roseville](#)

Rob Cline, Economic Development Project Manager, provided information about the city's utilities and promoting waterwise efficiency practices for local businesses. He will be attending the Meet The Consultants (MTC) August 6-8, 2024 conference in Visalia, California.

Melissa Anguiano, Economic Development Director, provided information about the recent site improvements at local new businesses.

Helen Dyda, Public Information Officer, provided an update on the positive public relations aspect of recent downtown community events. She provided information on Roseville transit improvements and future developments.

7. ADJOURNMENT

Meeting was adjourned at 2:56 p.m.

**Quarterly Economic
Development Advisory
Committee Meeting
Civic Center Rooms 1 & 2**

Occurs the fourth Tuesday of every 3 month 1:30 PM to 3:00 PM

January 28, 2025

April 22, 2025

July 22, 2025

October 28, 2025

THE **IMPACT** OF THE ARTS

The Arts Council of Placer County (ACPC), In partnership with Americans for the Arts, participated in the national **Arts Economic Prosperity study (AEP6)** a study to measure the economic and social impact of non-profit arts and culture sector on our economy, both **nationally** and **locally**.

Nonprofit arts and culture organizations are businesses.

In Placer County, the sector generated:



that economic activity supported:



Arts and culture drives commerce to local businesses.

When people attend a cultural event, they often make an outing of it—dining at a restaurant, enjoying dessert after the show, and returning home to pay for child or pet care.



IN PLACER COUNTY, ARTS ATTENDEES SPEND:

Residents—
\$38.39 per person per event, beyond the cost of admission

Visitors—
\$53.28 per person per event, beyond the cost of admission

These dollars represent **vital income for local merchants** and a value-add which few industries can compete with.



Arts and culture organizations are businesses - employing people locally, purchasing supplies and services from nearby businesses, and engaging in the marketing and promotion of our region. Arts organizations **supported 290 jobs**.

Arts and culture strengthens the visitor economy.

77.2% of nonlocal attendees reported the primary purpose of their visit was specifically to attend the performance/event/exhibit where they were surveyed.

61.8% of attendees who live in Placer County said they would have "traveled to a different community to attend a similar arts or cultural activity."

A vibrant arts and culture scene keeps local residents—and their discretionary dollars—in our community.

★ **92.9%** OF ATTENDEES agree that our arts and culture events inspire a sense of **PRIDE IN OUR COMMUNITY**

Arts and culture organizations contribute to community pride in Placer County.



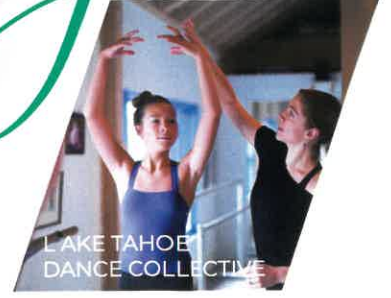
Celebrating



CHASE SPRUIL | AUBURN SYMPHONY



SHARON FUJIMOTO-JOHNSON



LAKE TAHOE DANCE COLLECTIVE



STAN PADILLA

NOV

PLACER COUNTY ARTS & CULTURE MONTH

*arts and culture help our
communities thrive*



MARIAH QUINTANILLA



RACHEL FIGUEROA



ARIS
COUNCIL
PLACER
COUNTY



NICHOLSONVANALTEÑA GLASS



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placerarts.org