



MINUTES

February 22, 2022

SPECIAL MEETING NOTICE
CITY COUNCIL STRATEGIC PLANNING WORKSHOP PART 1
9:00 a.m.
Martha Riley Library Community Room
1501 Pleasant Grove Boulevard
Roseville, California
www.roseville.ca.us

1. CALL TO ORDER

Mayor Krista Bernasconi called the meeting to order at 9:05 a.m.

2. ROLL CALL

Present: Houdesheldt, Alvord, Roccucci, Mendonsa, Bernasconi

3. PLEDGE OF ALLEGIANCE

Mayor Krista Bernasconi led the Pledge of Allegiance.

4. MEETING PROCEDURES

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

5. PUBLIC COMMENTS

No public comment received.

6. STRATEGIC PLANNING WORKSHOP

6.1. Mayor's Welcome

Mayor Krista Bernasconi thanked everyone for attending.

6.2. City Manager Introduces the Workshop

City Manager Dominick Casey made the opening presentation to the City Council and introduced Greg Larson .

6.3. Review Retreat Agenda

Facilitator Greg Larson outlined workshop objectives, ground rules, and the agenda stating the Council would be requested to strive for consensus.

Workshop objectives:

- Strengthen the City leadership team
- Discuss specific policy issues
- Review progress on the City's Goals and Strategies
- Establish Council priorities through 2023

Workshop agenda - Tuesday, February 22, 2022:

- A. Mayor's Welcome
- B. City Manager introduces the Workshop
- C. review Objectives and Agenda
- D. Celebrate Accomplishments
- E. Envisioning Roseville's Economic Future
Break
- F. Funding Possibilities
- G. Wrap-up

Workshop agenda - Wednesday February 23, 2022:

- H. Recap
- I. Review Progress on the Strategic Plan
Break
- J. Identify Priorities for 2022 and 2023
- K. Wrap-up

Ground rules:

- Listen to understand
- Assume good intent
- Pursue consensus
- Speak up if we need course correction
- Maintain COVID safety

6.4. Celebrate Accomplishments

Council Interview Results:

- Addressing staff turnover
- COVID business support
- Utility infrastructure improvements
- Sports center progress & other parks
- Property sales and purchases

- Redistricting implementation
- Labor agreements completed
- Corridor improvements/planning
- New parks opened or underway
- Fiscal stability
- Strong day-to-day services: public safety, code enforcement/graffiti abatement, IT, communications, etc.

6.5. Envisioning Roseville's Economic Future

Enhance economic vitality:

- Programs that retain, attract and help businesses thrive in Roseville are important to creating jobs and a vibrant local economy.
- Recognition of the City's role as an economic engine for the region puts Roseville in a leadership position for innovation and collaboration initiatives.

Regional core strategies:

- Be the global leader for entrepreneurs, firms and workforce in:
 - Food, Agriculture & Health Innovation
 - Life Sciences
 - Future Mobility
- Target infrastructure investment to support economic clusters and market drivers.
- Expand demand-driven, sector-based workforce development, aligned to key opportunity clusters and a more inclusive workforce, prepared for the future work.
- Create an environment to be the most business-friendly region in which to operate in the state of California.

Key strengths:

- Development Potential
- Variety of housing options
- Large Key Industry Base with Health and Life Sciences
- Effective Long-term land-use and infrastructure planning
- Strong community involvement and business support
- City-owned and operated utilities - reliable and low cost
- Access to an educated, skilled, and readily available workforce
- Robust quality of life
- Excellent schools

Key Threats and Challenges:

- Rising costs of doing business, including access to skilled and trained labor
- State regulations and mandates
- Maintaining Roseville's quality of life and livability as we grow
- Impacts of regional development, including infrastructure and congestion
- Potential economic recession
- High % of residents travel outside of Roseville for employment

Key Opportunities:

- New industry and business expansion, based on key industry sectors, land and value
- Increasing Roseville's regional role and leadership
- Infill Specific Plan areas
- Entrepreneurship

Next Steps:

- Establish a project team, City-wide approach
- Gather and assess data/information (Industry/Cluster and Labor/Workforce)
- Outreach and vetting with internal and external stakeholders (Departments/Businesses/Chamber/Council/EDAC/etc)
- Develop strategic area goals, actins and initiatives, including prioritizing; identifying roles; and establishing measurements
- Finalize Draft, including a marketing and communications plan
- Present to EDAC for recommendation
- Present to Council for adoption

6.6. Break

Meeting recessed at 10:08 a.m.

Meeting reconvened at 10:30 a.m.

6.7. Funding Possibilities and Priorities

What the City has already done:

- Address pension costs and other liabilities
- Seek increased transportation funding and revenue
- Balance utility mandates, costs, and customer rates

What the City can do:

- With the investment in sports tourism, capital improvement projects, and in business and economic growth, the demand for overnight stays is grown. Demand on City services grows along with that.
- Visitors use our public safety services, streets, trails, parks, and recreation facilities
- One of the ways visitors help fund the services they receive is through hotel tax (TOT). Roseville has one of the lowest and oldest hotel tax rates in the region.
- Increasing it from 6% to 10% would generate an additional \$2-4 million annually to fund services that visitors use.

6.8. Wrap-up

Facilitator Greg Larson provided a recap of the day's work.

7. ADJOURNMENT

Mayor Krista Bernasconi adjourned the meeting at 11:17 a.m.