



Economic Development Advisory Committee
Tuesday, October 26, 2021
1:30 p.m.
Civic Center Meeting Rooms 1&2

1. CALL TO ORDER

Councilmember Scott Alvord called the October 26, 2021 meeting to order at 1:31 p.m.

2. SILENT ROLL CALL

Committee Members Present:

Councilmember Scott Alvord
Eric Avery, Industry Representative
Joshua Emerson, Industry Representative
Vance Jones, Chamber Representative
Jeff Richardson, Industry Representative
Michael Tronnes, Industry Representative
Angela Tsukiji, Industry Representative

City Staff Present:

Wayne Wiley, Economic Development Manager
Joe Mandell, Senior Deputy City Attorney
Rob Cline, Economic Development Project Manager
Gina McColl, Economic Development Analyst
Kelly Wickline, Executive Assistant
Bill Chaplin, Senior Energy Services Account Rep
Heather Blanco, Management Assistant

Committee Members Absent: None

3. PUBLIC COMMENTS

None

4. MINUTES OF August 16, 2021

4.1. Minutes of August 16, 2021

Motion by Michael Tronnes, seconded by Joshua Emerson to approve the Minutes of August 16, 2021.

The motion passed with following vote:

Ayes: Alvord, Emerson, Jones, Richardson, Tronnes, Tsukiji

Noes: None

Abstain: None

Absent: Avery

- *Eric Avery arrived at 2:10 p.m.*

PUBLIC COMMENTS

None

5. STAFF REPORTS

5.1 Downtown Updates

Downtown Decks – Removal of temporary decks and cleanup is scheduled for November 8th and 9th, members of the DRP and Merchants Association have been notified.

RFP Status:

- 401 and 403 Oak Street - RFP is closing on November 19th with proposed development of residential or mixed use residential.

- Roseville Courthouse site - under contract with Bridge Housing, 57 unit senior affordable living project with completion expected the end of 2023.

Goldfield's Bar and Restaurant – Building permit has been obtained for 238 Vernon (previously Ninja Sushi), restaurant and country music venue will be opening the end of November.

Downtown Roseville Banner Program Update – Gina McColl is coordinating with the DRP to update the banner program. The program is fully funded by DRP with opportunities for sponsorships.

Entrepreneur Center Program Update – The city is working with the Growth Factory to establish an accelerator/entrepreneurship Center at 316 Vernon Street. Wayne Wiley presented the informational item to the committee and will be taking it to council in January 2023. (Attachment 1.)

- 5.2. Roseville Junction (aka Hotel Conference Center site) update – Headed to Planning Commission in 2022, proposed project included three restaurants and an outdoor recreation area to include pickleball courts.

PUBLIC COMMENTS

None

6. ROUNDTABLE

Jeff Richardson – Roseville Galleria is leading in traffic and sales. YSL had a successful grand opening, Peloton is opening soon and Gucci will be opening a store in spring of 2022. Theater construction is almost complete and expected to open November 11th. Mall employees will be offered Uber rides to allow for more customer parking during the holidays.

Angela Tsukiji – The North State BIA have two upcoming events: Regional Housing Forecast 2021 on October 28th and Selling Roseville on November 12th.

Eric Avery – The market is trending in the right direction with an increase in suburban development.

Joshua Emerson – Sutter is in their 2nd round of a mass hiring, many opportunities are available. Covid-19 cases are declining and elective surgeries are on the rise.

Michael Tronnes – Kaiser is experiencing labor strikes with some unions. A hiring surge is underway with opportunities in many fields.

Vance Jones – The Roseville Chamber has appointed Rana Ghadban as the new CEO; Wendy Gerig is retiring December 1st.

- Wendy Gerig was present for the meeting and introduced Rana Ghadban to the EDAC members.

Wayne Wiley – Nugget Plaza is fully leased, 24 Hour Fitness and Smashburger are opening soon.

Bill Chaplin – City Council has approved an electric rate adjustment, a second reading is forthcoming. Michelle Bertolino announced her retirement, Michelle is retiring December 31st.

- Discussion regarding the need for electric charging areas near Interstate 80 – while charging areas are great way to bring drivers to Roseville, space is limited.

Scott Alvord – Business retention visits will be taking place in the spring of 2022, EDAC members and Chamber play a vital role in making the visits successful and in the past have solved many business concerns.

PUBLIC COMMENTS

None

7. ADJOURNMENT

A motion was made by Joshua Emerson and seconded by Angela Tsukiji to adjourn the meeting at 2:47 p.m.

The motion passed with following vote:

Ayes: Alvord, Avery, Emerson, Jones, Richardson, Tronnes, Tsukiji

Noes: None

Abstain: None

Absent: None