



**Economic Development Advisory Committee
Tuesday, April 30, 2019
1:30 p.m.
Hutchison Conference Room
311 Vernon Street**

1. CALL TO ORDER

Councilmember Scott Alvord called the April 30, 2019 meeting to order at 1:32 p.m.

2. ROLL CALL

Committee Members Present:

Councilmember Scott Alvord
Naaz Alikhan, Industry Representative
Stephanie Dement, Industry Representative
Jason Hartmann, Industry Representative
John Mason, Chamber Representative

City Staff Present:

Laura Matteoli, Economic Development Director
Michelle Sheidenberger, Assistant City Attorney
Wayne Wiley, Economic Development Analyst
Kelly Wickline, EDAC Secretary

Committee Members Absent:

Eric Avery, Angela Tsukiji

3. WELCOME COMMITTEE MEMBER – John Mason

John Mason was introduced to the committee, John will serve as the Chamber Representative.

4. PUBLIC COMMENTS

None

5. CONSENT CALENDAR

5.1. MINUTES OF January 22, 2019

Motion by Naaz Alikhan, seconded by Stephanie Dement to approve the Minutes of January 22, 2019.

The motion passed with following vote:

Ayes: Alvord, Alikhan, Dement, Hartmann, Mason

Noes: None

Abstain: None

Absent: None

6. COMMITTEE MEMBER / STAFF REPORTS

6.1. Roseville Advantage Finance Program Update

Laura Matteoli provided an update on the Roseville Advantage Finance Program. The program is a 3 year pilot program designed to assist existing businesses grow and prosper, bring new business development to our community and support local nonprofits. The following banks are participating: 5 Star Bank, River City, First Northern and American River. The goal is to be in effect by July 1, 2019.

6.2. Economic Development Work Program Update

Valuable comments come from business retention visits, staff suggests a goal of 10 visits a year. Scott Alvord supports business retention visits and would like to team up with staff and/or committee members. Laura Matteoli asked committee members to email their suggestions on future visits.

6.3. GSEC

Roseville Electric - Gold Investor level, RE now has a seat on the GSEC's Competitiveness Council.

Scott Alvord participated in the site selector event highlighting our region. Laura Matteoli and Wayne Wiley attended luncheon.

6.4. Downtown Business Updates

- Goose Port is now open at 316 Vernon Street
- Tower Theatre – Green Valley Theatre Company has rented theater for 1 month for musical performance. The theater has also been rented for movies and photography.
- Downtown Bridges Projects are on schedule, completion is scheduled for midsummer with events scheduled at the end of August.
- Roseville Mural Project – public arts project, 5 murals along Vernon Street, Mural Crawl events scheduled.
- School of Rock – opening soon, 3 tenants confirmed

6.5. EDAC Future Focus

Laura provided a copy of the draft work program and discussed a conceptual grant program that could be created from the sale of surplus property with EDAC overseeing program.

Scott encouraged committee members to provide feedback on how they'd like EDAC to move forward.

6.6. Roundtable

- Roseville 2019 – Scheduled for May 22nd at The Grounds, more options to network.
- National Small Business Week – May 5th - May 11th
- Wendy Gerig recognized Wayne for all of his efforts on Infill Meetings, everyone leaves with a clear understanding.
- Naaz Alikhan appreciated meeting with staff from Development Services to discuss issues discussed at January EDAC meeting regarding plan checks.

7. **ADJOURNMENT**

A motion was made by Jason Hartmann and seconded by Stephanie Dement to adjourn the meeting at 2:42 p.m.

The motion passed with following vote:

Ayes: Alvord, Alikhan, Dement, Hartmann, Mason

Noes: None

Abstain: None

Absent: None