



MINUTES

April 18, 2023

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
1:30 P.M.
Public Meeting Rooms 1 & 2
311 Vernon Street
Roseville, CA 95678

1. CALL TO ORDER

Chair Scott Alvord called the meeting to order at 1:30pm.

2. SILENT ROLL CALL

Committee Members Present:

Chair Scott Alvord, Councilmember
Ann Bouchard, Chamber of Commerce Representative
Michael Tronnes, Industry Representative
Eric Avery, Industry Representative
Jeff Richardson, Industry Representative
Naaz Alikhan, Industry Representative (Arrived 1:43pm)

Absent:

Angela Tsukiji, Industry Representative

City Staff Present:

Melissa Anguiano, Economic Development Director
Joe Mandell, Senior Deputy City Attorney
Rob Cline, Economic Development Project Manager
Gina McColl, Economic Development Analyst
Bill Chaplin, Senior Energy Services Account Representative
Wayne Wiley, Economic Development Manager
Heather Blanco, Executive Assistant

3. PLEDGE OF ALLEGIANCE

The pledge of allegiance was not recited due to room configuration.

4. PUBLIC COMMENT

No public comment received.

Staff/Committee members provided Industry updates as follows:

Committee Member Michael Tronnes provided information about the groundbreaking and construction of the Kaiser expansion project and some of the logistics and changes with the healthcare industry.

Committee Member Eric Avery provided information about the impacts of remote work on commercial and the office vacancies, the stabilization of retail development, and the strength of industrial and multi-family development.

Chamber Representative Ann Bouchard stated that Chamber memberships are up and the Talent Pipeline Management program is going well. She also noted an upcoming Chamber meeting next Friday where the topic of discussion will be Housing with various City and County representatives.

Committee Member Jeff Richardson provided information regarding the new turf removal and replacement project at the mall and the significant water savings it will yield. Mr. Richardson also provided updates on some of the new restaurants/retailers coming to the mall and how Westfield recently added a new position on the Management Team who will take over some of his community responsibilities.

Wayne Wiley provided information on the Venture Lab and the Roseville Rising upcoming graduation on May 23, 2023. Economic Development will be sending a representative this year to the International Council of Shopping Centers conference.

Chair Scott Alvord provided information on the landfill and noted that the Western Placer Waste Management Authority has six finalists pitching ideas regarding waste and recycling processes. Thursday, April 20, 2023 is the Placer Valley Business Summit with approximately 200 attendees expected to attend.

Committee Member Naaz Alikhan provided information on commercial design and construction and noted trends with affordable micro units being built. She noted a rise in design and construction of education facilities, hospitality, clubhouses, housing and multifamily and a decrease in office space.

Gina McColl provided updates on the Downtown area and noted that Mike's Bikes relocated and expanded to the 200 Vernon block. The Commercial Corridors Project was recently adopted, and staff conducted two infill meetings in the commercial corridors to identify early issues.

Rob Cline has been working with the State of California Employment Development Department and Beacon Economics to obtain Placer County employment data to analyze for regional economic development purposes. He also noted that staff recently formed an internal advancement team to help facilitate and assist businesses with their projects.

Bill Chaplin provided updates on Electric supply chain needs and developer requests for larger load studies to be performed. Electric is sending two representatives to attend Cap to Cap this year.

Melissa Anguiano gave an update on the proposed Roseville Industrial Park, provided background on the site, and noted that there is an FAQ page on the City's Economic Development website regarding the proposed project.

5. MINUTES

5.1 Approval of the Draft Minutes from the January 24, 2023, meeting.

Minutes of the January 24, 2023, meeting approved.

Motion by Michael Tronnes, seconded by Eric Avery.
The Motion passed by the following votes:

Ayes: Scott Alvord, Ann Bouchard, Michael Tronnes, Eric Avery, Jeff Richardson, Naaz Alikhan

Noes:

Absent: Angela Tsukiji

No public comment received.

6. REQUESTS/PRESENTATIONS

6.1. Business Retention Visits

Rob Cline, Economic Development Project Manager, presented the attached Business Engagement details and discussed plans for the Committee, along with the City of Roseville Economic Development staff, to visit and network with local businesses.

7. ADJOURNMENT

Naaz Alikhan made a motion to adjourn the meeting, Eric Avery seconded the motion.
The Motion passed by the following votes:

Ayes: Scott Alvord, Ann Bouchard, Michael Tronnes, Eric Avery, Naaz Alikhan

Noes:

Absent: Angela Tsukiji, Jeff Richardson (left at 2:15pm)

2023 Business Visit Program:

Business Engagement

The Economic Development Business Engagement program reflects our ongoing efforts to retain and expand Roseville businesses. The engagement program has several key components to ensure we remain active in the business community by regularly making business visits and recognizing key businesses.

Business Visits

The purpose of these visits is to connect with Roseville businesses, get a pulse on the local business environment and respond to business needs.

List: Attachment one is the proposed list of first round of business visits with company descriptions and websites for reference.

Who:

- Largest Employers
- Largest Sales Tax Remitters
- Key Industry Businesses
- Co-Star Expiring Leases
- New Locates
- Key Account Holders (Coordinated with Utilities)

Questions: Proposed questions outlined in attachment two.

Scheduling: Proposed scheduling tool for EDAC meeting sign up via Sign Up Genius, attachment three. Staff will attempt to schedule all 25 visits for the year and ask EDAC members to join at least two visits a year.



2023 Business Visit List

Company	Description	Website
Adventist Health	Business Category: Large employer Industry: Health Care	https://www.adventisthealth.org/
Golfland Sunsplash	Business Category: Roseville Electric Key Account Industry: Entertainment and Tourism	https://www.golfland.com/roseville/
Hewlett Packard	Business Category: Large Employer Industry: Technology	https://www.hpe.com/us/en/home.html
Kaiser Permanente	Business Category: Large Employer, Roseville Electric Key Account Industry: Healthcare, Hospital	https://healthy.kaiserpermanente.org/northern-california/facilities/roseville-medical-center-100331
Keysight Technologies	Business Category: Roseville Electric Key Account Industry: Technology	https://www.keysight.com/us/en/home.html
McKesson Medical - Surgical	Business Category: Sales Tax Remitter Industry: Healthcare, Distribution	https://www.mckesson.com/
Mourier Land Investment	Business Category: Roseville Electric Key Account Industry: Development and Property Owner	https://mlc.biz/
Penumbra	Business Category: Large Employer Industry: Healthcare, Manufacturing	https://www.penumbrainc.com/
Placer Valley Sports Complex	Business Category: Roseville Electric Key Account Industry: Entertainment and Tourism	https://www.attthegrounds.com/
Pride Industries	Business Category: Large Employer, Roseville Electric Key Account Industry: Manufacturing, logistics and facilities management	https://www.prideindustries.com/

Quest Media and Supplies	Business Category: Roseville Electric Key Account Industry: Technology	https://questsys.com/
Sutter Roseville Medical Center	Business Category: Large Employer, Roseville Electric Key Account Industry: Healthcare, Hospital	https://www.sutterhealth.org/srmc
Union Pacific Railroad	Business Category: Roeville Electric Key Account Industry: Distribution	https://www.up.com/index.htm
Roseville Auto Mall	Business Category: Large Employer (overall), Roseville Electric Key Account Industry: Retail	https://www.rosevilleautomall.com
Richards Packaging Inc.	Business Category: Lease expiring in next 2 years Industry: Manufacturing and Distribution	https://www.richardspackaging.com/
Talon Home Services	Business Category: Lease expiring in next 2 years Industry: General Contractor, Solar	https://talonhomeservices.com/
Prudent Financial	Business Category: Lease expiring in next 2 years Industry: Financial	https://prudentfinancial.com/
Asurea	Business Category: Lease expiring in next 2 years Industry: Insurance	https://quility.com/
GHD	Business Category: Lease expiring in next 2 years Industry: Engineering	https://www.ghd.com/en/index.aspx
Kratos Unmanned Aerial Systems	Business Category: Strategic Plan Key Industry Industry: Design and Manufacturing	https://www.kratosdefense.com/about/divisions/unmanned-systems?r=kusd
Gutter Glove	Business Category: Strategic Plan Key Industry Industry: Manufacturing	https://www.gutterglove.com/
Reeve Knight Construction	Business Category: Strategic Plan Key Industry Industry: General Contractor, Commercial Construction	https://www.reeve-knight.com/
Consolidated Communications	Business Category: Strategic Plan Key Industry Industry: Communications	https://www.consolidated.com/
Zeektek	Business Category: Strategic Plan Key Industry Industry: Technology	https://www.zeektek.com/

Albertsons Distribution	Business Category: Strategic Plan Key Industry Industry: Distribution	https://www.savemart.com/
Restaurant Depot	Business Category: Strategic Plan Key Industry Industry: Distribution	https://www.restaurantdepot.com/
Garner Products	Business Category: Strategic Plan Key Industry Industry: Design and Manufacturing	https://garnerproducts.com/
Quick Quack Carwash	Business Category: Strategic Plan Key Industry Industry: Design and Manufacturing	https://www.dontdrivedirty.com/
Harris and Bruno	Business Category: Strategic Plan Key Industry Industry: Design and Manufacturing	https://www.harris-bruno.com/




Business Visit Questions 2023

Thank you for doing business in Roseville. You are valued.

1. How is business? Can you share some detail about your operation here in Roseville?
2. How many employees work at your Roseville site?
 - a. What percent of the employees live in Roseville?
 - b. Does your business offer a remote work option? If so, what percent of your employees work remote?
3. What are some specific advantages you've found operating your business in Roseville?
4. What are some of the challenges facing your business?
 - a. How could business conditions be improved in Roseville?
 - i. Are there areas the City can assist (permitting, connections, quality of life, etc.).
 - ii. Are there areas a partner can assist (Chamber, workforce, quality of life, etc.).
5. What do the next two to five years look like for your business operations in Roseville?
 - a. Do you have any plans for expansion?
6. Is your business willing to participate in the City's Business Spotlight Program?
 - a. The Business Spotlight includes:
 - i. A photo of your business
 - ii. A quote from your business
 - iii. High level summary of business operations in Roseville, and
 - iv. A unique fact about your business

EDAC Business Visit – SignUp Genius



Economic Development Advisory Committee

City of Roseville Business Visits - 2023

RC Robert Cline [Contact](#)

Please review the available meetings below and click on the button to sign up. Thank you!

Date 04/18/2023 (Tue.)

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Dates shown as mm/dd/yyyy PDT

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