



**Economic Development Advisory Committee
Tuesday, January 28, 2020
1:30 p.m.
Hutchison Conference Room
311 Vernon Street**

1. CALL TO ORDER

Councilmember Scott Alvord called the October 22, 2019 meeting to order at 1:30 p.m.

2. SILENT ROLL CALL

Committee Members Present:

Councilmember Scott Alvord
Eric Avery, Industry Representative
Stephanie Dement, Industry Representative
John Mason, Chamber Representative
Jeff Richardson, Industry Representative
Angela Tsukiji, Industry Representative

City Staff Present:

Laura Matteoli, Economic Development Director
Michelle Sheidenberger, Assistant City Attorney
Wayne Wiley, Economic Development Manager
Rob Cline, Economic Development Analyst
Troy Holt, Economic Development Manager

Committee Members Absent:

Naaz Alikhan

3. PUBLIC COMMENTS

None

4. MINUTES OF October 22, 2019

4.1. Minutes of October 22, 2019

Motion by Angela Tsukiji, seconded by Stephanie Dement to approve the Minutes of October 22, 2019.

The motion passed with following vote:

Ayes: Alvord, Avery, Dement, Mason, Richardson, Tsukiji

Noes: None

Abstain: None

Absent: Alikhan

5. COMMITTEE MEMBER / STAFF REPORTS

5.1. Business Retention Visits

Laura provided a status update on the business retention visits. Staff & EDAC completed approx. 70 businesses. Laura shared that there were a couple categories that stood out from the business visits which were: 1) workforce development; 2) assistance with permitting; 3) general relationship building with companies; and 4) security.

Jeff Richardson and Stephanie recommended a summary fact sheet of business retention visits.

5.2. Downtown Business Update

5.2.a. DRP Façade Improvement Rebate Program –

DRP Façade Improvement Rebate Program: Staff provided an update that the DRP is providing a \$50,000 Façade Grant Program (pilot program). January 1 DRP launched applications. The DRP is expected to take action on the 1st three applications at their February meeting.

Scott Alvord asked how the DRP was providing outreach. Rob Cline responded marketed on social media and their newsletter. The Merchants Association also provided notice through email and social media. And the City provided notice in Business Matters. Staff provided notice to downtown business.

5.2.b. Post Office –

Laura provided a update on City efforts to retain the post office downtown. The current Post Office site is under a purchase and sale agreement.

5.2.c. 116 S. Grant Street –

Laura provided a status update of 116 S. Grant Street building acquisition. Indicating that Roseville Electric would like to perform a need analysis and the remainder would be leased out. Once Roseville Electric determines their need, staff will work to lease out the remainder of the building.

The Committee echoed the sentiment that foot traffic is what the downtown needs.

5.3. Surplus Property Update

Troy provided an update on properties and state Legislation.

5.4. Advantage Roseville Sponsorships

Laura discussed the programming of Advantage Roseville sponsorship monies. Indicated that the sponsorship policy needs to be redrafted to reflect EDAC oversight.

Discussion was made in regards to whether or not the Board could request donations.

Michelle S indicated that the program could receive donations but Committee members could not solicit donations.

Scott requested staff to update sponsorship policy for Committee review.

6. **ROUNDTABLE**

- Stephanie Dement – Stephanie discussed educational retention programs. 39% of residents have higher education.
- Jeff Richardson – Westfield recently had global CEO visit. Working on development plan and hoping soon to have a proposal. Jeff shared that they expected an early September opening of the Sears renovation.

- John Mason – John shared that the Chamber Installation dinner was on Thursday.
- Angela Tsukiji – Angela provided a summary of Government Affairs including Placer County's Housing Trust which will help promote and construct affordable housing in County.
- Eric Avery – Eric shared that the economic trend was downsizing, repositioning and structuring deals in Roseville.
- Scott Alvord – Stockton Heat looking for placer in Placer County. Wood Rodgers opened on Vernon Street. PVT's Grand Opening was scheduled for Feb 13th. Penumbra recently opened bringing 250 new employees to the City of Roseville.
- Staff Updates:
Wayne - Wayne provided a highlight of Placer Valley 2020 event and status of Tower Theater.

Bill Chaplin & Troy Holt – Staff discussed status of Roseville Electric and Economic Development's Partnership. Shared the new collateral packet and Roseville Electric video promoting the City.

Rob Cline – Rob shared the new Economic Development website. He also mentioned the upcoming Leadership Roseville Career Fair.
- Public Comment Update:
Wendy Gerig – Wendy shared with the Committee that the former Adventist Health office buildings were now being leased up and receiving some significant upgrades.

7. **ADJOURNMENT**

A motion was made by Stephanie Dement and seconded by Jeff Richardson to adjourn the meeting at 3:00 p.m.

The motion passed with following vote:

Ayes: Alvord, Avery, Dement, Mason, Richardson, Tsukiji

Noes: None

Abstain: None

Absent: Alikhan