



Economic Development Advisory Committee
Tuesday, January 25, 2022
1:30 p.m.
Civic Center Meeting Rooms 1&2

1. CALL TO ORDER

Councilmember Scott Alvord called the January 25, 2022 meeting to order at 1:30 p.m.

2. SILENT ROLL CALL

Committee Members Present:

Councilmember Scott Alvord
Eric Avery, Industry Representative
Joshua Emerson, Industry Representative
Jeff Richardson, Industry Representative
Michael Tronnes, Industry Representative
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 Rep
Heather Blanco, Executive Assistant

Committee Members Absent: Vance Jones

3. PUBLIC COMMENTS

None

4. MINUTES OF October 26, 2021

4.1. Minutes of October 26, 2021

Motion by Jeff Richardson, seconded by Michael Tronnes to approve the Minutes of October 26, 2021.

The motion passed with following vote:

Ayes: Alvord, Emerson, Richardson, Tronnes, Tsukiji

Noes: None

Abstain: None

Absent: Avery, Jones

- *Eric Avery arrived at 1:36 p.m.*

4.2. Introductions – Chair Alvord welcomed Melissa Anguiano, new City of Roseville Economic Development Director.

PUBLIC COMMENTS

None

5. STAFF REPORTS

5.1. Economic Development Projects

- 401 Oak Street - RFP closed on November 19th, received a few proposals and they are being reviewed.
- Entrepreneur Center Program Update - The city is working with the Growth Factory regarding Tenant Improvements and Lease Agreements.

- Tower Theater – was sold to UDF/Hillsdale and in 30 day escrow.
- 505 Royer – Bridge House purchased site for future 65 unit senior housing
- Digital Billboard – January 16th, Council approved agreement with Clear Channel Outdoor and two property owners for 2 Billboards on Hwy 65 and I-80 meeting with revenue of \$14.5 M up to \$19 M. Clear channel is in the process of obtaining permits now
- Roseville Industrial Park – Approved by council March 2020, due diligence extension granted in fall of 2021, entitlements should be complete November 2022.

5.2. Economic Development Strategy Update

Melissa presented Economic Development Strategic Update 2017-2022 PowerPoint (Attachment 1) to the committee. The group discussed additional key strengths, threats, and opportunities for the current conditions.

PUBLIC COMMENTS

None

6. ROUNDTABLE

Joshua Emerson – Covid-19 Omnicron cases are up. They had successful recruitment hiring staff and nurses.

Jeff Richardson – Roseville Galleria is leading in traffic and sales. Up 2.4 million people from Arden Mall. Great news Galleria finished last year over \$900 per sq ft which is up from the average of \$400-500 per sf.

Peloton is open, Gucci scheduled to open May of 2022. Theater had a successful opening, Bowling Alley scheduled to open June 2022. Capital Café and Amy's opened in Dec 2021. Closing of Helzberg jewelry store, with another high end jewelry store to be announced in the near future.

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

Michael Tronnes – Kaiser is experiencing rise in COVID cases, decline on the ICU and Deaths with this variant, staffing is up and they are looking to have additional hiring's. This area had the largest growth in memberships. Kaiser is currently looking to build additional offices in Roseville and Folsom.

Angela Tsukiji – met with new PG&E CEO to discuss some issues with new building, and received great response. Desire to build in Placer County is high. Placer County sold 10 less new homes than Sacramento County.

Joe Mandell – kudos to Rob on his presentation on the Digital Billboard to council last week.

Bill Chaplin – Announced the new Electric Utility Director Dan Beans starting beginning of February.

Rob Cline - Kudos to Joe Mandell for his work on the Digital Billboards.

Melissa Anguiano – excited to be here and looking forward to working with a strong leadership.

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

Council Member Alvord adjourned meeting at 2:33 p.m.