Approved on 10/25/16

Office of Economic Development
311 Vernon Street, Roseville CA 95678 (916) 774-5362

Minutes

Economic Development Advisory Committee
Tuesday, August 23, 2016
1:30 p.m. – 3:00 p.m.
Hutchison Conference Room
311 Vernon Street

Committee Members Present:
Councilmember Tim Herman (Chair)
Naaz Alikhan, Industry Representative (Vice Chair)
James Cuppet, Chamber Representative
Stephanie Dement, Industry Representative
Christopher Onstott, Industry Representative
Colin Roe, Industry Representative
Geoff Sakala, Industry Representative

City Staff Present:
Chris Robles, Economic Development Director
Michelle Sheidenberger, Assistant City Attorney
Laura Matteoli, Economic Development Manager
Bill Aiken, Development Analyst
Wayne Wiley, Associate Planner

1. **Silent Roll Call –** meeting began at 1:30 p.m.

2. **Public Comment**
   None

3. **Welcome Committee Member - Geoff Sakala**
   Tim Herman welcomed Geoff Sakala was welcomed to the EDAC, committee members and staff introduced themselves.

   Geoff provided overview of himself with Clickspring and what they do. Downtown Roseville Business.

4. **Action Items**
   A. **Approval of June 28, 2016 Minutes**
   Stephanie Dement made the motion to approve the minutes of the June 28, 2016 meeting; the motion was seconded by Colin Roe.
   The motion passed with following vote:
   Ayes: Alikhan, Cuppet, Dement, Herman, Onstott, Roe, Sakala
   Noes: None
   Abstain: None

5. **Discussion Items**
   A. **Review Economic Development Strategy**
   Laura Matteoli provided an update and overview of the Draft ED Strategy update. Staff is working to streamline the document and provide more focus. The areas of focus are:
   - Business Retention & Expansion (BRE)
   - Business Attraction
   - Small Business Support
   - Higher Education
   - Incentives
   - Marketing

Staff is working to add in an economic baseline by which to measure success in future. The structure and outline may continue to chance.

Christopher – Was encouraged with revisions and would like to see more. He noted that the Strategy may need for a plan for City during a downturn. The document needs to include defined goals by which to measure success (action items/numbers to meet).

Colin Roe – Great start would like to see goals by which to measure success and further focused each goal with maybe 5-6 focus items.

Request to eventually provide Board with copy of WORD document to edit and review.

B. Advantage Roseville

Chris provided an overview of the year-end report and shared our upcoming goal of 1,000 jobs and 100 million in capital investment. Laura provided an update on Advantage Roseville work program indicating that the RCDC Board will be reviewing advertising and consultant contracts. Laura also shared update on lead nurturing and indicated that there are more than 25 active leads we are working on.

6. Handouts

Laura highlighted the new Business Matters format and provided opportunity for comment on July and August newsletters.

7. Rountable

- Tim Herman noted that there was a lighting outage on the "Welcome to Roseville" sign/archway. Bill mentioned that City was aware and that the Parks Department is overseeing repair.
- Chris mentioned that Top Gold will be opening September 9th.
- Bill provided an update on the parking garage.

8. Adjournment

A motion was made by Stephanie Dement and seconded by Colin Roe to adjourn the meeting at 2:33 p.m.
The motion passed with following vote:
Ayes: Alikhan, Cuppet, Dement, Herman, Onstott, Roe, Sakala
Noes: None
Abstain: None