



MINUTES

January 23, 2024

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING

1:30 p.m.

Civic Center Meeting Rooms 1 & 2

311 Vernon Street

Roseville CA

1. CALL TO ORDER

Chair Scott Alvord called the meeting to order at 1:32 p.m.

2. SILENT ROLL CALL

Committee Members Present:

Chair Scott Alvord, Councilmember

Ann Bouchard, Chamber of Commerce Representative (arrived at 1:36)

Eric Avery, Industry Representative (arrived at 1:34)

Michael Tronnes, Industry Representative

Angela Tsukiji, Industry Representative

Jeff Richardson, Industry Representative

City Staff Present:

Melissa Anguiano, Economic Development Director

Wayne Wiley, Economic Development Manager

Rob Cline, Economic Development Project Manager

Gina McColl, Economic Development Analyst

Bill Chaplin, Electric Economic Development and Partnership Manager

Joe Mandell, Senior Deputy City Attorney

Helen Dyda, Public Information Officer

Cary Camilleri, Committee Secretary

3. PUBLIC COMMENTS

No Public Comments received.

4. MINUTES

4.1. Approval of Minutes from November 7, 2023, meeting

Approve the Draft Minutes of the November 7, 2023, Economic Development Advisory Committee meeting.

No Public Comment received.

Motion by Michael Tronnes, seconded by Jeff Richardson to approve the Minutes of the November 7, 2023, meeting.

The motion passed by the following vote:

Ayes: Chair Scott Alvord, Michael Tronnes, Angela Tsukiji, Jeff Richardson

Noes: none

Abstain: none

Absent: Naaz Alikhan

Eric Avery arrived at 1:34 p.m. after the vote on this item.

Ann Bouchard arrived at 1:36 p.m. after the vote on this item.

Minutes of the November 7, 2023, meeting approved.

5. STAFF REPORTS

5.1. Business Engagement Visits

Economic Development Project Manager Rob Cline provided an informational update for the 2023 business engagement visits and talked about ideas for the remaining 21 visits planned through March 2024. He explained how multiple departments within the city inform business owners and provide them with resources to help with lowering expenses.

No Public Comment received.

6. ROUNDTABLE

6.1. Roundtable

Committee Members and Staff provided updates and information on relevant industry trends and projects, for information only.

Melissa Anguiano provided information on an upcoming travel opportunity to Germany that was recently approved by the City Council where regional businesses and economic development leaders will meet with Bosch and its major suppliers to establish economic development relationships.

Gina McColl summarized information on the City's home page regarding demographics, quality of life, sites, incentives, fees, and assistance. [Economic Development - City of Roseville](#) The new Economic Development Strategy for the City of Roseville is to be shared with Councilmembers in February 2024.

Bill Chaplin provided information regarding the American Public Power Association's Linemen Rodeo and the City's involvement in hosting next year's contest. The 2024 event is scheduled to be held in Overland Park, Kansas in October. The event in 2025 is slated for @TheGrounds here in Roseville.

Rob Cline discussed the Annual Site Selectors Guild Conference in Nashville in April this year and two staff from the Economic Development Department will be joining the conference that is sponsored in part by Greater Sacramento Economic Council (GSEC) and the City of Roseville. He spoke about industry marketing relationships growing in the city and setting up future Business Engagement Visits.

Helen Dyda provided information about the first video in the new "Development Decoded" campaign that the City of Roseville Public Affairs & Communications and Development Services Departments released on the City's website home page. Helen advised that the goal of the Development Decoded campaign is to help demonstrate Roseville's thoughtful approach to planning that contributes to quality of life and economic health. Special thanks to Development Services Department for their collaboration on this initial video! [Anticipating the future: Get insight into city planning and development - City of Roseville](#)

Chamber Representative Ann Bouchard provided information about the Roseville Area Chamber's upcoming Installation Dinner in 2024 and provided the YouTube link for the 2023 Year in Review. <https://www.youtube.com/watch?v=Xyuad0ykuMM> . She talked about how she enjoyed her time on the Economic Development Advisory Committee this past year and that a new representative from the Chamber will be taking her place in the next few months.

Chair Scott Alvord thanked Chamber Representative Ann Bouchard for her service and noted that he enjoyed working with her on the committee. He will be pleased to meet the next Chamber Representative. He thanked all of the committee members for their service and the knowledge that they bring to the meetings.

Committee Member Eric Avery discussed current leasing trends for office space and impacts of hybrid work schedules.

Committee Member Angela Tsukiji informed the group about the Builders Showcase with Placer County Association of Realtors and Business Industry Association event, "Bridging the Gap" in June 2024. She shared encouraging news regarding the transformer shortage easing up and the forecast for 2024 building project openings. She provided information about March 2023 to current new home sales and how Roseville surpassed other city's sales, including Sacramento.

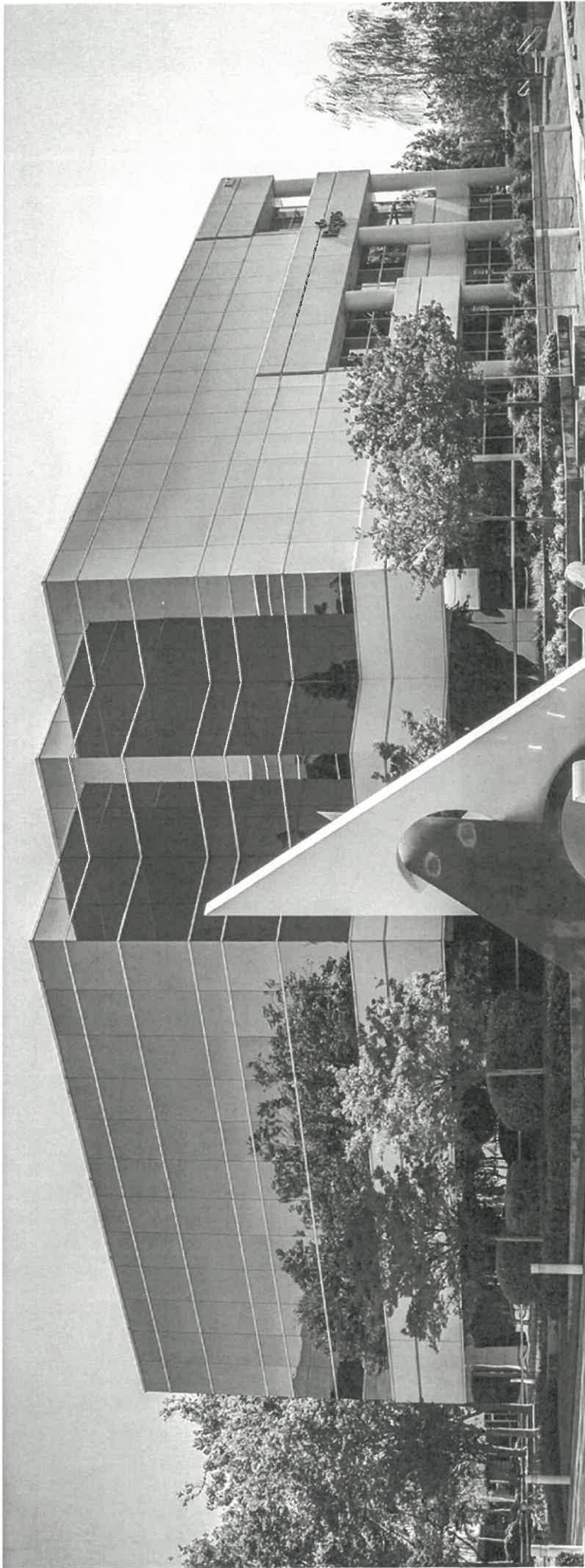
Committee Member Michael Tronnes detailed the various diverse healthcare demands in the region and throughout the state, including an increase in at-home care and virtual appointments.

Committee Member Jeff Richardson provided the group with an overview of the extensive emergency safety drill that was held recently by Roseville Police and Westfield Galleria staff to help bring awareness to the importance of preparedness in case of emergencies. He spoke about the positive outcomes for the Grinch program with Roseville Police and the Westfield security staff.

7. ADJOURNMENT

Meeting was adjourned at 2:29 p.m.

Item 5.1
Handout
5 pages



EDAC – Business Engagement Program

Rob Cline, Economic Development Project Manager



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.

Who:

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

Business Engagement Visits

| Visited | Upcoming | Scheduling |
|---------------------------------|--------------------------------|----------------------|
| Kaiser Permanente | Golfland SunSplash | Adventist Health |
| McKesson Medical - Surgical | Hewlett Packard | Keysite Technologies |
| Penumbra | Mourier Land Investment | PRIDE Industries |
| Placer Valley Sports Complex | Quest | Roseville Automall |
| Sutter Roseville Medical Center | Richards Packaging Inc. | Garner Products |
| Reeve Knight Construction | Talon Home Services | |
| Consolidated Communications | Prudent Financial | |
| Zeektek | Kratos Unmanned Aerial Systems | |
| Quick Quack Carwash | Gutter Glove | |
| Harris and Bruno | | |
| Union Pacific Railroad | | |

Business Visits – ED & Roseville Electric

Outreach with Roseville Electric
City of Roseville

Urban Roseville, Westfield Galleria

Roseville City School District

Mourier Land Investment Corporation

Newmark Knight Frank

Roseville Joint Union High School District

Consolidated Communications Inc

Placer County Facility Services

Placer County Transportation Planning Agency

Placer County Valley Tourism

Keysight Technologies

Dry Creek School District

McKesson

Pride Industries

Automall

CW FBI Sacramento, LLC

Amazon

"Roseville Electric took it upon themselves to lower our rates, knowing it was the right thing to do for our business."

Chris Reese - McKesson Medical



"From the moment we chose Roseville as our new home, it has shown a commitment to our long term success."

*Ann Nguyen
CEO & President, Cokeva, Inc.*



Industry Marketing

