



AGENDA

January 28, 2025

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING

1:30 p.m.

Roseville Venture Lab

1st floor

316 Vernon Street

Roseville CA

THE CITY OF ROSEVILLE WELCOMES YOUR PARTICIPATION

If an agenda item is open to public comment, such public comment shall be addressed to the chair of the meeting.

Public Comment - Speakers have three minutes under Public Comment to speak on issues that are not listed on the agenda and are within the City's jurisdiction. The Brown Act does not permit any action or discussion on items not listed on the agenda.

Consent Calendar - If applicable, the Consent Calendar consists of routine items that may be approved by one motion. Any person can remove an item from the Consent Calendar to be discussed separately.

Agenda Items - Speakers have five minutes to address items that are listed on the agenda.

Levine Act Provisions - The Levine Act requires a Party (or its agent (s)) to a Proceeding before the City of Roseville that involves any action or consideration to their contract, license, permit, or other entitlement for use, to disclose any campaign contribution made to City elected or appointed officers (including Councilmembers, Planning Commissioners, and members of other City boards and commissions) totaling more than \$250 within the 12 months before the City decision.

Americans with Disabilities Act - Notify the City Clerk or Secretary at least 72 hours in advance if special assistance is required to participate in a meeting including the need of auxiliary aids or services.

Audio/Visual Presentations - If making a presentation regarding an agenda item, audio/visual materials must be submitted to the City Clerk or Secretary at least 72 hours in advance.

Roseville City Clerk 311 Vernon Street, Roseville, CA 916-774-5200 TDD 916-774-5220

1. **CALL TO ORDER - WELCOME NEW CHAIR TRACY MENDONSA**
2. **SILENT ROLL CALL**

3. PUBLIC COMMENTS

4. MINUTES

4.1. Approval of Minutes from October 22, 2024 meeting

Approve the Draft Minutes of the October 22, 2024, Economic Development Advisory Committee meeting.

5. NEW BUSINESS

5.1. Industrial Market Update and Outlook

Todd Sanfilippo, Executive Vice President with Coldwell Banker Richard Ellis (CBRE), will present an industrial market update focused on trends throughout the Sacramento Region and City of Roseville. For information only.

5.2. 2024 Business Engagement Program

Economic Development Project Manager Rob Cline and Economic Development Analyst Gina McColl will provide a recap of the 2024 Business Engagement Program. For information only.

5.3. Economic Development Progress Report

Economic Development Analyst Gina McColl will provide a summary of the data and progress for Year Two of the Economic Development Strategy for Committee feedback. For Information only.

5.4. Data Challenge Update

Economic Development Analyst Gina McColl will provide an update on the Invest Heath Roseville Data Challenge work from 2024, provide a summary of findings of the data for Roseville's core neighborhoods, and report on Sacramento Area Council of Governments (SACOG) Engage, Empower, and Implement (EEI) grant award. For information only.

6. ROUNDTABLE

7. ADJOURNMENT



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE COMMUNICATION

Title: Approval of Minutes from October 22, 2024 meeting
Contact: Cary Camilleri, cacamilleri@roseville.ca.us, 916-746-1350

Meeting Date: 1/28/2025
Item #: 4.1.

RECOMMENDATION

Approve the Draft Minutes of the October 22, 2024, Economic Development Advisory Committee meeting.

BACKGROUND

Respectfully Submitted,

Cary Camilleri, Management Assistant

Melissa Anguiano, Economic Development Director

ATTACHMENTS:

Description

Draft_EDAC Minutes 10-22-2024 Meeting



MINUTES

October 22, 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 Economic Development Advisory Committee meeting to order at 1:34 p.m.

2. SILENT ROLL CALL

Committee Members Present:

Chair Scott Alvord, Councilmember
Michael Tronnes, Industry Representative
Angela Tsukiji, Industry Representative
Jeff Richardson, Industry Representative
Andrew Tagg, Industry Representative

Committee Members Absent:

Naaz Alikhan, Industry Representative
Stephen Clark, Industry Representative

3. PUBLIC COMMENTS

No Public Comments received.

4. SPECIAL PRESENTATION

4.1. Recognition of Outgoing Chair Scott Alvord

No Public Comments received.

Economic Development Director Melissa Anguiano recognized Chair Scott Alvord for his many years of service on the Economic Development Advisory Committee.

5. MINUTES

5.1. Approval of Minutes from July 23, 2024, meeting

Approve the Draft Minutes of the July 23, 2024, Economic Development Advisory Committee meeting.

No Public Comments received.

Motion by Michael Tronnes, seconded by, Jeff Richardson to approve the Minutes of the July 23, 2024, meeting.

The motion passed by the following vote:

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

Noes: None

Abstain: None

Absent: Naaz Alikhan, Stephen Clark

Minutes of the July 23, 2024, meeting approved.

6. ROUNDTABLE

6.1. Roundtable

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

No Public Comments received.

Chair Scott Alvord discussed the importance of the City's Strategic Plans and the value of the Economic Development Advisory Committee's communication and the exchange of information between members, industry representatives, and City staff.

Michael Tronnes provided information regarding healthcare-related construction and new building progress in the local area. He discussed that recent growth in the area has led to increased need for medical services and additional staff in the local community.

Angela Tsukiji provided information about the Building Careers Foundation's skills training, certificate programs, and a leadership development group's recent tour of the City's Roseville Energy Park.

Jeff Richardson discussed the recent growth of new stores, remodels, and increase in visitors at the Galleria Mall. He talked about the Sacramento Kings basketball team kicking off the start of their season in October with a signing event at the mall that was well attended.

Andrew Tagg discussed recent banking industry trends in the local area and nationwide. He discussed statistics for commercial lending in the housing and retail markets.

Melissa Anguiano, Economic Development Director, provided tentative dates for the year 2025 Economic Development Advisory Committee Quarterly meeting dates and ideas for City staff's future agenda items.

Wayne Wiley, Economic Development Manager, provided updates on the October 21, 2024 Idea Summit Panel meeting that emphasized policies, partnerships, and programs. He discussed the Roseville Venture Lab's new program "SizeUp Roseville" and the website's interactive business tools. Website link [Roseville, CA - Government - City Small Business Insights \(sizeup.com\)](https://sizeup.com)

Rob Cline discussed the status of the Winding Creek Apartment project and Phillip Road project. Rob talked about the City's surplus land inventory and mapping of City parcels. He also provided information on Adventist Health and Sutter's recent workforce programs.

Gina McColl, Economic Development Analyst, discussed the City's incentives for the Fee Deferral Program for new projects. She mentioned the City of Roseville website page that highlights local businesses. Link provided [Economic Development - City of Roseville](#)

David Bradford, Electric Customer Programs Supervisor, announced the relocation of Roseville Electric's administrative staff from 2090 Hilltop Circle to 116 S. Grant Street in Downtown Roseville.

7. STAFF REPORTS/PRESENTATIONS

7.1. Business Engagement Visits

Economic Development Project Manager Rob Cline will provide an informational update for the business engagement visits.

No Public Comments received.

Economic Development Project Manager Rob Cline provided business engagement visit updates for Kaiser and Sutter that City staff attended in September. He provided information about Placer County and Roseville partnerships that improve quality of life and increased new development in Roseville.

7.2. Placer County Arts Economic Prosperity 6 Study

Darci Frank, Arts Council of Placer County and Board Chair Twiana Armstrong will present the data from the Arts Economic Prosperity 6 study conducted in partnership with Americans for the Arts, providing local and national data on the economic impact of non-profit arts and culture sector. For information only.

No Public Comments received.

The Arts Council of Placer County (ACPC), Darci Frank and Chair Twiana Armstrong presented the data and provided the information from the Arts Economic Prosperity 6 Study (AEP6). They described the economic and social impacts of non-profit arts and culture business sectors locally and nationally. Managing Director Barbara Burge and Jay Ross represented the Arts Council of Placer County in the discussions. They provided an informational flyer for the AEP6 results and a flyer announcing that at ACPC, November is Placer County Arts & Culture Month.

8. ADJOURNMENT

Meeting was adjourned at 2:49 p.m.

THE **IMPACT** OF THE ARTS

The Arts Council of Placer County (ACPC), In partnership with Americans for the Arts, participated in the national **Arts Economic Prosperity study (AEP6)** a study to measure the economic and social impact of non-profit arts and culture sector on our economy, both **nationally** and **locally**.

Nonprofit arts and culture organizations are businesses.

In Placer County, the sector generated:



that economic activity supported:



Arts and culture drives commerce to local businesses.

When people attend a cultural event, they often make an outing of it—dining at a restaurant, enjoying dessert after the show, and returning home to pay for child or pet care.



IN PLACER COUNTY, ARTS ATTENDEES SPEND:

Residents—
\$38.39 per person per event, beyond the cost of admission

Visitors—
\$53.28 per person per event, beyond the cost of admission

These dollars represent **vital income for local merchants** and a value-add which few industries can compete with.



Arts and culture organizations are businesses - employing people locally, purchasing supplies and services from nearby businesses, and engaging in the marketing and promotion of our region. Arts organizations **supported 290 jobs**.

Arts and culture strengthens the visitor economy.

77.2% of nonlocal attendees reported the primary purpose of their visit was specifically to attend the performance/event/exhibit where they were surveyed.

61.8% of attendees who live in Placer County said they would have "traveled to a different community to attend a similar arts or cultural activity."



A vibrant arts and culture scene keeps local residents—and their discretionary dollars—in our community.

★ **92.9%** OF ATTENDEES agree that our arts and culture events inspire a sense of **PRIDE IN OUR COMMUNITY**

Arts and culture organizations contribute to community pride in Placer County.

View the full reports at: placerarts.org

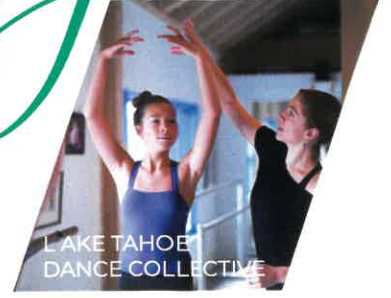
Celebrating



CHASE SPRUIL | AUBURN SYMPHONY



SHARON FUJIMOTO-JOHNSON



LAKE TAHOE DANCE COLLECTIVE



STAN PADILLA

NOV

PLACER COUNTY ARTS & CULTURE MONTH

*arts and culture help our
communities thrive*



MARIAH QUINTANILLA



RACHEL FIGUEROA



ARIS
COUNCIL
PLACER
COUNTY



NICHOLSONVANALTEÑA GLASS



[f](#) [@](#) @theACPC
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placerarts.org



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE COMMUNICATION

Title: 2024 Business Engagement Program
Contact: Rob Cline 916-746-1172 racline@roseville.ca.us

Meeting Date: 1/28/2025
Item #: 5.2.

RECOMMENDATION

Economic Development Project Manager Rob Cline and Economic Development Analyst Gina McColl will provide a recap of the 2024 Business Engagement program. For information only.

BACKGROUND

Respectfully Submitted,

Rob Cline, Economic Development Project Manager

Melissa Anguiano, Economic Development Director

ATTACHMENTS:

Description

Item 5.2 Business Engagement Program Outline

Economic Development, Business Engagement Program – 2025

Target Audience: Small Businesses

Program Goals:

1. Enhance the sustainability and growth of small businesses in the community.
2. Provide access to education and training on available business and community resources.
3. Build strong relationships between local businesses, City of Roseville, and community stakeholders.
4. Foster a resilient and vibrant local economy.

Program Components

1. Business Outreach and Relationship Building

- **Objective:** Establish direct communication with small businesses to understand their needs and challenges.
- **Activities:**
 - Engage EDAC to participate in program development and business meetings.
 - Conduct regular visits to small businesses for one-on-one discussions.
 - 40 preselected businesses.
 - Flexibility for impromptu visits (business opening, random outreach, development assistance).
 - Host bi-annual business walks in partnership with the Chamber of Commerce to connect business owners with City leaders and community stakeholders.
- **Key Partners:** City of Roseville, Economic Development Advisory Committee, Roseville Area Chamber of Commerce

2. Educational Workshops and Training

- **Objective:** Educate businesses on tools, resources, and strategies to improve operations and growth.
- **Activities:**
 - Partner with local organizations and promote small business trainings related to finance, marketing, HR management, AI, state and federal assistance programs.
 - Promote small business events focused on networking.
 - Provide education around legislation and regulations impacting business.
 - Share information and create connections to business financial resources such as grants, the SBDC, and utility rebates.
 - Create a dedicated small business section in the Business Matters e-newsletter to promote upcoming programs and resources.
- **Key Partners:** City of Roseville, Roseville Area Chamber of Commerce, Roseville Venture Lab, Sierra Small Business Development Center, Placer County Business Resource Center

3. Resource Directory and Business Assistance

- **Objective:** Increase awareness and access to local, regional, and state-level resources for small businesses.
- **Activities:**
 - Distribute printed resource materials at business community events and workshops.
 - Utilize partners and their digital platforms for business referrals.
 - Educate small business on the Roseville Venture Lab and SizeUp resources.
 - Guide business attraction and expansion efforts through site location assistance, Infill Meetings, and permitting facilitation.
 - Expand on the Small Business Portal with tool and information to assist entrepreneurs with opening a business in Roseville.
- **Key Partners:** City of Roseville, Roseville Area Chamber of Commerce, Roseville Venture Lab, SizeUP

4. Community Engagement and Advocacy

- **Objective:** Strengthen community support for small businesses and advocate for policies that benefit them.
- **Activities:**
 - Promote business awareness campaigns and spotlight local businesses.
 - Calendar of business awareness campaigns for 2025.
 - Proclamations to City Council to recognize and create further awareness.
 - Engage with partners such as the Roseville Venture Lab and Roseville Area Chamber of Commerce hosting events specific to small business awareness campaigns.

Example of Business Awareness Campaigns:

Months	Date	Proclamation	Receiving Proclamation
Manufacturing Awareness Month	October	X	
Weeks	Date		
National Small Business Week	May 4 - 10	X	
Economic Development Week	May 11 - 17		
Global Entrepreneur Week	November 17 - 23	X	
Shop Local	November 15 - 30		
Days	Date		
Small Business Saturday	29-Nov	X	
National Small Business Day	10-May		
Micro, Small, and Medium Sized Enterprises Day	27-Jun		
Nation Nonprofit Day	17-Aug	X	
National Entrepreneurs Day	18-Nov		

- Advocate for local infrastructure or policy changes that enhance the small business environment.
 - Economic Development to engage legislative monitoring and advocacy for business-friendly policies.
- **Key Partners:** City of Roseville, Economic Development Advisory Committee, Roseville Area Chamber of Commerce

5. Business Data Collection and Analysis

- **Objective:** Monitor and evaluate the health of the local small business community.
- **Activities:**
 - Conduct annual digital surveys to gather feedback on the overall health of the small business community.
 - Analyze data to identify trends and inform policy recommendations.
 - Share key findings with stakeholders to align support efforts.
- **Key Partners:** City of Roseville, Economic Development Advisory Committee, Roseville Area Chamber of Commerce

6. Retention Incentives and Recognition

- **Objective:** Reward businesses for their contributions to the community and encourage long-term operations.
- **Activities:**
 - Offer/promote small grants to support business expansion or upgrades.
 - Recognize outstanding small businesses through public acknowledgment and sponsorship to attend local or regional business events.
 - Provide access to exclusive resources for program participants:
 - Testimonial highlights.
 - Consider formation of Roseville Sustainable Business Program similar to Sacramento Area Sustainable Business Program.
- **Key Partners:** City of Roseville, Economic Development Advisory Committee, Roseville Area Chamber of Commerce

Implementation Timeline

Phase 1: Planning: Month 1-2

- Stakeholder engagement, develop business visit list (40 businesses), scheduling of business walks and digital campaigns, initial digital business survey.

Phase 2: Launch: Month 3-6

- Begin outreach and meetings, host kickoff event (1st business walk), and promote initial workshops and resources.

Phase 3: Growth: Month 7-12

- Highlight workshops, strengthen community campaigns (2nd business walk), and introduce recognitions/testimonials.

Phase 4: Evaluate: Month 12

- Conduct surveys, assess program impact, refine for the next cycle.

Key Partners:

- City of Roseville
- Economic Development Advisory Committee
- Roseville Area Chamber of Commerce
- Roseville Venture Lab
- Sierra Small Business Development Center (SBDC)
- Local Educational Institutions
- Placer County Business Resource Center

Expected Outcomes

1. Increased awareness and utilization of community resources by small businesses.
2. Stronger relationships between businesses, the City, and the community.
3. Reduced business closures and higher retention rates in the local economy.
4. Enhanced small business profitability and growth.