



**Economic Development Advisory Committee
Tuesday, October 25, 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)
Stephanie Dement, 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 1:33 p.m.

2. **Public Comment**
None

3. **Action Items**

A. Approval of August 23, 2016 Minutes

Stephanie Dement made the motion to approve the minutes of the August 23, 2016 meeting; the motion was seconded by Colin Roe.

The motion passed with following vote:

Ayes: Dement, Herman, Roe, Sakala

Noes: None

Abstain: None

Naaz Alikhan arrived after vote.

4. **Discussion Items**

A. Fee Deferral Program Update

Wayne Wiley provided information on a proposed Fee Deferral Program modification going to Council in November. The proposed ordinance will allow the City Manager to approve fee deferrals up to \$100,000; fee deferrals over \$100,000 would require Council approval.

Non-Residential Fee Deferrals - \$625 administrative fee

Residential Fee Deferrals - \$250 administrative fee

- *Naaz Alikhan arrived at 1:43 p.m.*

B. Review Economic Development Strategy

Laura Matteoli presented the latest draft version of the ED Strategy.

Committee feedback:

- Add Education to Economic Baseline
- Add Household Income and Wage Average to Economic Baseline
- Provide information on how we will monitor and report back under the Introduction & Executive Summary section
- Add shopping, entertainment and traffic mitigation to Quality of Life section, remove commercial and industrial space availability
- Telecommuting?

Public feedback:

- Add Public Safety to Quality of Life
- Low Sales Tax
- Reliable utilities, infrastructure

C. Advantage Roseville

Staff is actively monitoring 25 leads. Laura provided copies of Advantage Roseville's 2016 End of Contract Report (April 1, 2016 – September 30, 2016). The next Quarterly Meeting is being arranged for November, possibly at Top Golf, EDAC will be invited to attend. There was a recommendation made to have Top Golf become AR members.

5. Handouts

Copies of the October Business Matters newsletter were distributed.

6. Rountable

Brief discussion regarding sign ordinance.

7. Adjournment

A motion was made by Stephanie Dement and seconded by Colin Roe to adjourn the meeting at 2:19 p.m.

The motion passed with following vote:

Ayes: Alikhan, Dement, Herman, Roe, Sakala

Noes: None

Abstain: None