



## **MINUTES**

### **February 22, 2022**

#### **SPECIAL MEETING NOTICE**

#### **CITY COUNCIL STRATEGIC PLANNING WORKSHOP PART 1**

**9:00 a.m.**

**Martha Riley Library Community Room**  
**1501 Pleasant Grove Boulevard**  
**Roseville, California**  
**[www.roseville.ca.us](http://www.roseville.ca.us)**

#### **1. CALL TO ORDER**

Mayor Krista Bernasconi called the meeting to order at 9:05 a.m.

#### **2. ROLL CALL**

Present: Houdesheldt, Alvord, Roccucci, Mendonsa, Bernasconi

#### **3. PLEDGE OF ALLEGIANCE**

Mayor Krista Bernasconi led the Pledge of Allegiance.

#### **4. MEETING PROCEDURES**

City Clerk Carmen Avalos announced the procedures for addressing the City Council.

#### **5. PUBLIC COMMENTS**

No public comment received.

#### **6. STRATEGIC PLANNING WORKSHOP**

##### **6.1. Mayor's Welcome**

Mayor Krista Bernasconi thanked everyone for attending.

##### **6.2. City Manager Introduces the Workshop**

City Manager Dominick Casey made the opening presentation to the City Council and introduced Greg Larson .

### 6.3. Review Retreat Agenda

Facilitator Greg Larson outlined workshop objectives, ground rules, and the agenda stating the Council would be requested to strive for consensus.

Workshop objectives:

- Strengthen the City leadership team
- Discuss specific policy issues
- Review progress on the City's Goals and Strategies
- Establish Council priorities through 2023

Workshop agenda - Tuesday, February 22, 2022:

- A. Mayor's Welcome
- B. City Manager introduces the Workshop
- C. review Objectives and Agenda
- D. Celebrate Accomplishments
- E. Envisioning Roseville's Economic Future  
Break
- F. Funding Possibilities
- G. Wrap-up

Workshop agenda - Wednesday February 23, 2022:

- H. Recap
- I. Review Progress on the Strategic Plan  
Break
- J. Identify Priorities for 2022 and 2023
- K. Wrap-up

Ground rules:

- Listen to understand
- Assume good intent
- Pursue consensus
- Speak up if we need course correction
- Maintain COVID safety

### 6.4. Celebrate Accomplishments

Council Interview Results:

- Addressing staff turnover
- COVID business support
- Utility infrastructure improvements
- Sports center progress & other parks
- Property sales and purchases

- Redistricting implementation
- Labor agreements completed
- Corridor improvements/planning
- New parks opened or underway
- Fiscal stability
- Strong day-to-day services: public safety, code enforcement/graffiti abatement, IT, communications, etc.

## 6.5. Envisioning Roseville's Economic Future

Enhance economic vitality:

- Programs that retain, attract and help businesses thrive in Roseville are important to creating jobs and a vibrant local economy.
- Recognition of the City's role as an economic engine for the region puts Roseville in a leadership position for innovation and collaboration initiatives.

Regional core strategies:

- Be the global leader for entrepreneurs, firms and workforce in:
  - Food, Agriculture & Health Innovation
  - Life Sciences
  - Future Mobility
- Target infrastructure investment to support economic clusters and market drivers.
- Expand demand-driven, sector-based workforce development, aligned to key opportunity clusters and a more inclusive workforce, prepared for the future work.
- Create an environment to be the most business-friendly region in which to operate in the state of California.

Key strengths:

- Development Potential
- Variety of housing options
- Large Key Industry Base with Health and Life Sciences
- Effective Long-term land-use and infrastructure planning
- Strong community involvement and business support
- City-owned and operated utilities - reliable and low cost
- Access to an educated, skilled, and readily available workforce
- Robust quality of life
- Excellent schools

Key Threats and Challenges:

- Rising costs of doing business, including access to skilled and trained labor
- State regulations and mandates
- Maintaining Roseville's quality of life and livability as we grow
- Impacts of regional development, including infrastructure and congestion
- Potential economic recession
- High % of residents travel outside of Roseville for employment

#### Key Opportunities:

- New industry and business expansion, based on key industry sectors, land and value
- Increasing Roseville's regional role and leadership
- Infill Specific Plan areas
- Entrepreneurship

#### Next Steps:

- Establish a project team, City-wide approach
- Gather and assess data/information (Industry/Cluster and Labor/Workforce)
- Outreach and vetting with internal and external stakeholders (Departments/Businesses/Chamber/Council/EDAC/etc)
- Develop strategic area goals, actions and initiatives, including prioritizing; identifying roles; and establishing measurements
- Finalize Draft, including a marketing and communications plan
- Present to EDAC for recommendation
- Present to Council for adoption

#### 6.6. Break

Meeting recessed at 10:08 a.m.

Meeting reconvened at 10:30 a.m.

#### 6.7. Funding Possibilities and Priorities

##### What the City has already done:

- Address pension costs and other liabilities
- Seek increased transportation funding and revenue
- Balance utility mandates, costs, and customer rates

##### What the City can do:

- With the investment in sports tourism, capital improvement projects, and in business and economic growth, the demand for overnight stays is grown. Demand on City services grows along with that.
- Visitors use our public safety services, streets, trails, parks, and recreation facilities
- One of the ways visitors help fund the services they receive is through hotel tax (TOT). Roseville has one of the lowest and oldest hotel tax rates in the region.
- Increasing it from 6% to 10% would generate an additional \$2-4 million annually to fund services that visitors use.

#### 6.8. Wrap-up

Facilitator Greg Larson provided a recap of the day's work.

**7. ADJOURNMENT**

Mayor Krista Bernasconi adjourned the meeting at 11:17 a.m.