CITY OF ROSEVILLE CALIFORNIA

AGENDA
September 11, 2013

ROSEVILLE CITY COUNCIL MEETING
7:00 p.m.
City Council Chambers
311 Vernon Street
Roseville, California

1. CALL TO ORDER

2. SILENT ROLL CALL

Councilmember:	**Pauline Roccucci**
Councilmember:	**Tim Herman**
Vice Mayor:	**Carol Garcia**
Councilmember:	**Bonnie Gore**
Mayor:	**Susan Rohan**

3. PUBLIC COMMENTS

NOTICE TO THE PUBLIC

Persons may address the City Council on items not on this agenda. Please complete a "Speaker Information Card" and present it to the City Clerk prior to the start of the meeting. Speakers shall restrict their comments to issues that are within the subject jurisdiction of the City Council and limit their comments to three (3) minutes per person. The total time allocated for Public Comment is 25 minutes. The Brown Act, with certain exceptions, does not permit the City Council to discuss or take action on issues that are not listed on the agenda.

4. RESOLUTIONS

Digital Billboard Project – Negative Declaration, Lease, Sublease, and Billboard Relocation Agreements

Memo from Development and Operations Manager Mike Isom and Assistant City Manager Rob Jensen recommending Council adopt RESOLUTION NO. 13-347 ADOPTING AN INITIAL STUDY/NEGATIVE DECLARATION FOR THE DIGITAL

BILLBOARD PROJECT; adopt RESOLUTION NO. 13-348 APPROVING AN AGREEMENT BY AND BETWEEN THE CITY OF ROSEVILLE AND ROSEVILLE GOLFLAND, LTD AND AUTHORIZING THE CITY MANAGER TO EXECUTE IT ON BEHALF OF THE CITY OF ROSEVILLE; adopt RESOLUTION NO. 13-349 APPROVING AN AGREEMENT BY AND BETWEEN THE CITY OF ROSEVILLE AND CLEAR CHANNEL OUTDOOR, INC. AND AUTHORIZING THE CITY MANAGER TO EXECUTE IT ON BEHALF OF THE CITY OF ROSEVILLE; and adopt RESOLUTION NO. 13-350 APPROVING AN AGREEMENT BY AND BETWEEN THE CITY OF ROSEVILLE AND CLEAR CHANNEL OUTDOOR, INC. AND AUTHORIZING THE CITY MANAGER TO EXECUTE IT ON BEHALF OF THE CITY OF ROSEVILLE. In September 2011, the City Council approved an amendment to the sign ordinance to allow digital billboards on City property as a potential long term revenue opportunity. Following City Council direction, staff issued a Request for Proposals (RFP) in October 2011 seeking proposals from outdoor media companies to develop and operate two-sided digital billboards on one or more City-controlled sites along Interstate 80 and/or State Route 65. Since the sign ordinance does not allow "new" billboards and relies instead on relocation of existing billboards, the RFP was sent directly to the four entities with existing billboard assets (Clear Channel, CBS, ADCO, & Roseville Automall). One proposal was received in response to the RFP from Clear Channel Outdoor. On September 19, 2012, the City Council authorized the City Manager to negotiate exclusively with Clear Channel Outdoor (CCO) for a potential ground lease and relocation agreement. The City Manager's Office and CCO have since arrived at mutually agreeable terms and now seek City Council approval of the necessary agreements. The initial term of the agreement is for 20 years with the right by CCO to extend for an additional five years for a total agreement term of 25 years. Based on the base rent and automatic escalator provisions, approval of the proposed ground lease, sublease, and relocation agreements would guarantee a minimum $4.4 million in General Fund revenue over the potential 25-year term of the agreement. Additional indirect benefits include City use of available sign time for promotion of City events and programs.

Council Communication No. 5574 – File 0321 & 0400-06-02

CONTACT: Mike Isom 774-5527 misom@roseville.ca.us

5. ORDINANCES

Hotel & Conference Center – Phase One Agreement, Professional Services Agreement and Budget Adjustment

Memo from Development and Operations Manager Mike Isom and Assistant City Manager Russ Branson recommending Council adopt ORDINANCE NO. 5234 OF THE COUNCIL OF THE CITY OF ROSEVILLE AUTHORIZING CERTAIN AMENDMENTS TO THE 2013-14 BUDGET AND DECLARING THIS ORDINANCE TO BE IMMEDIATELY EFFECTIVE AS AN APPROPRIATION MEASURE; adopt RESOLUTION NO. 13-351 APPROVING AN AGREEMENT BY AND BETWEEN THE CITY OF ROSEVILLE AND P3 INTERNATIONAL, LLC AND AUTHORIZING THE CITY MANAGER TO EXECUTE IT ON BEHALF OF THE CITY OF ROSEVILLE; and adopt RESOLUTION NO. 13-352 APPROVING AN AGREEMENT BY AND BETWEEN THE CITY OF ROSEVILLE AND DUDEK AND AUTHORIZING THE CITY MANAGER TO EXECUTE IT ON BEHALF OF THE CITY OF ROSEVILLE. On December 5, 2012, the City Council authorized the City Manager to execute an Initial Pre-Project Agreement and Exclusive

Right to Negotiate (ERN) with P3 International, LLC concerning the Hotel & Conference Center project. The ERN specified that the City would initially reimburse P3I up to $250,000.00 to produce deliverables necessary to evaluate the feasibility of the project. To date, conceptual architectural and site designs, along with several alternatives, have been produced, and work is progressing on evaluation of the preferred hotel flag, which will be continued under the Phase One Agreement for Hotel and Conference Center Feasibility ("Phase One Agreement"). The ERN also outlined additional exploratory pre-development studies to be performed in a future phase (the "Phase One Agreement") including, among other things: an enhanced schematic design necessary to prepare a guaranteed maximum price, a detailed local and regional economic impact analysis, an updated hotel market study, and an in-depth operating pro forma. In order to provide the Council with sufficient and appropriate information necessary to determine whether to proceed with the current project, staff and the P3I team conclude that it's necessary to proceed with a Phase One Agreement and thereby accelerate completion of these tasks. In addition, staff and the consultant team also recommend engaging the JMBM Global Hospitality Group to manage the brand recruitment process and ensure that the ownership entity established for the hotel negotiates the best possible deal terms in a letter of intent from the selected hotel brand. The JMBM Group specializes in hospitality law and has experience with over 1,300 hotel transactions worldwide. The work products produced through these engagements will become the property of the City and may be used in future efforts should the City elect not to proceed in its current relationship with P3I. Accordingly, staff recommends that the Council approve and authorize the City Manager to execute the professional services agreement with Dudek for preparation of the EIR. Dudek was selected for this assignment based on the company's track record of producing thorough, accurate, and high quality work products under tight deadlines, as well as its high degree of familiarity with Roseville, Roseville staff, and City thresholds of significance. The requested budget adjustment reflects the EIR consultant costs and other technical studies (e.g., traffic, air quality, CEQA counsel, etc) required for preparation of the EIR. Total expenses associated with the additional exploratory studies and EIR are estimated at $1,311,000.00. Sufficient funds are available in the Strategic Improvement Fund. Pursuant to the terms of the Phase One Agreement, P3I will continue to manage consultant contracts associated with the project, and the City will continue to exercise contract and consultant review, approval, and oversight authority. The City will also directly manage the EIR consultant contract and retain CEQA counsel.
Council Communication No. 5573 – File 0110 & 0201-01
CONTACT: Mike Isom 774-5527 misom@roseville.ca.us

6. REPORTS/REQUESTS/STAFF

Out of State Travel – City Manager's Office

Memo from Assistant City Manager Rob Jensen recommending Council approve the City's participation in the Sacramento Area Commerce & Trade Organization (SACTO) recruiting delegation to meet with senior leadership and trustees of a prominent United Kingdom-based university and appoint one additional Councilmember to attend with Mayor Susan Rohan and Development and Operations Manager Mike Isom. SACTO was recently invited to travel to the United Kingdom to engage in meetings with senior university leadership in an effort to advance the project toward implementation. Barbara Hayes, President

and CEO of SACTO, has requested the Mayor, an additional Councilmember, and a senior Roseville staff member to travel to the United Kingdom with the SACTO delegation to participate in these meetings. The travel dates are October 13–17, 2013. SACTO will arrange and cover all expenses associated with the travel and meetings. There is no impact to the General Fund as SACTO is covering all expenses associated with the trip.
Council Communication No. 5575 – File 0600-02
CONTACT: Rob Jensen 774-5349 rjensen@roseville.ca.us

7. COUNCIL/STAFF/REPORTS/COMMENTS

8. ADJOURNMENT