Office of Economic Development
311 Vernon Street, Roseville, CA 95678 (916) 774-5362

MINUTES

Economic Development Advisory Committee
Thursday, January 27, 2011
Hutchison Conference Room
311 Vernon Street

Committee Voting Members Present:
Councilmember Tim Herman, City Council
Mark Miller, Target Industry Representative
Richard Robinson, Chamber Representative
Wendy Gerig, RRC Representative
Naaz Alikhan, Target Industry Representative

City Staff Present:
John Sprague, Assistant City Manager
Michelle Sheidenberger, Senior Deputy City Attorney
Karen Garner, Economic Development Analyst
Kelly Wickline, EDAC Secretary
Chris Robles, Community Development Manager
Gina LaTorra, Associate Planner

I. Silent Roll Call

II. Public Comment
None.

III. Action Items

A. Fee Deferral – Yard House
Karen Garner brought forward the Fee Deferral Request from InterCal Real Estate/Yard House going in at 1166 Roseville Parkway. The applicant requested a fee deferral to occupancy of sewer fees. Total fees to be deferred are $266,254.85 and will be repaid prior to occupancy.
Wendy Gerig made a motion to approve the Fee Deferral Request for InterCal Real Estate/Yard House, Richard Robinson seconded the motion. (5 ayes, 0 nos), motion passed.

B. Election of Chair and Vice Chair
A motion was made by Wendy Gerig to appoint Tim Herman as the Chair of EDAC; the motion was seconded by Richard Robinson. (5 ayes, 0 nos). Motion passed.

Tim Herman made a motion to appoint Wendy Gerig as the Vice Chair of EDAC; the motion was seconded by Richard Robinson. (5 ayes, 0 nos). Motion passed.

C. Approval of October 28, 2010 Minutes
A motion was made by Naaz Alikhan to approve the minutes of the October 28, 2010 meeting, the motion was seconded by Wendy Gerig. (5 ayes, 0 nos), motion passed.

IV. Economic Development Strategy
Prior to the ED Strategy Team open discussion Ray Kerridge offered thanks to those on the team for their time and help with formulating a strategy. He acknowledged the City's commitment to creating an ED Strategy that is creative, cutting edge to create jobs and fill vacant buildings.

Discussion topics discussed:

- Length of strategy – Is 5 years too long or just right?
- Communication between EDAC and RRC
- League of CA Cities – great resource
- Streamlined approach
- Staying in touch, be connected
- Roseville as a destination – live and work
- Proactive – move forward, take action
- Partnership and coordination
- Needs by demographics

Members will work as teams on following items and report back:
Vision Statement - Tim Herman and Mark Miller
Stakeholders – Wendy Gerig and Gina Garbolino
Topic Areas (Focus) – Naaz Alikhan and Richard Robinson

V. Adjournment

Prior to adjournment it was decided to move the EDAC meetings to the fourth Wednesday of each month to accommodate calendars. A motion was made by Naaz Alikhan and seconded by Mark Miller to adjourn the meeting at 3:00 p.m. (5 ayes, 0 nos), motion passed.

Next Meeting February 23, 2010 in Civic Center Meeting Rooms 1 & 2