Approved on 3/23/11

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

MINUTES

Economic Development Advisory Committee
Wednesday, February 23, 2011
Civic Center Meeting Rooms
311 Vernon Street

Committee Voting Members Present:
Vice Mayor Susan Rohan, City Council
Councilmember Tim Herman, City Council
Mark Miller, Target Industry Representative
Richard Robinson, Chamber Representative
Wendy Gerig, RRC Representative
Naaz Alikhan, Target Industry Representative
Steve Pease, Key Partner Representative

City Staff Present:
John Sprague, Assistant City Manager
Michelle Sheidenberger, Senior Deputy City Attorney
Karen Garner, Economic Development Analyst
Chris Robles, Community Development Manager
Gina LaTorra, Associate Planner
Estela Rig, Accountant
Jeff Dubchansky, Acting Director Parks, Recreation & Libraries
Edward Rosenbrook, RPD Captain

Meeting started at 1:33

I. Silent Roll Call

II. Public Comment
None.

III. Action Items

A. Fee Deferral – SKIM X
Karen Garner brought forward the Fee Deferral Request from Christopher Northam of SKIM X Enterprises going in at 8292 Industrial Parkway. The applicant requested a fee deferral to occupancy of public facilities, sewer and electric fees. Total fees to be deferred are $51,360.32 and will be repaid prior to occupancy.
Susan Rohan made a motion to approve the Fee Deferral Request for SKIM X, Wendy Gerig seconded the motion. (6 ayes, 0 nos), motion passed.
(Mark Miller arrives after vote)

B. Approval of January 27, 2011 Minutes
A motion was made by Wendy Gerig to approve the minutes of the January 27, 2011 meeting, the motion was seconded by Richard Robinson. (7 ayes, 0 nos), motion passed.

IV. Economic Development Strategy

A. Subcommittee Reports and EDAC Action

1. **Vision Statement** - Mark Miller and Tim Herman presented their research of vision statements and recommended a draft vision statement. The EDAC members provided feedback and requested that Mark return with a revised statement.
2. **Stakeholders List** – Gina Garbolino and Wendy Gerig presented their list of possible stakeholders. The EDAC members and City staff added to the stakeholders list. Karen agreed to type up the list and email it to the members of EDAC. Once the list is emailed, Karen requested that the EDAC members identify at least four stakeholders that they would

like to meet with to discuss the ED Strategy. EDAC members and staff will be meeting with the stakeholders and reporting-out on the meetings at the next EDAC meeting.

3. **Focus Area** – Richard Robinson and Naaz Alikhan presented their ideas for the ED Strategy focus areas.

V. Adjournment

A motion was made by Susan Rohan and seconded by Wendy Gerig to adjourn the meeting at 3:00 p.m. (7 ayes, 0 nos), motion passed.

Next Meeting March 23, 2011 in Civic Center Meeting Rooms 1 & 2