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

Minutes

Economic Development Advisory Committee
Wednesday, April 23, 2014
1:30 p.m. – 2:30 p.m.
Civic Center Meeting Rooms 1 & 2
311 Vernon Street

Committee Members Present:
Councilmember Tim Herman (Chair)
Naaz Alikhan, Industry Representative (Vice Chair)
Eric Avery, Industry Representative
Donna Chabrier, Industry Representative
Stephanie Dement, Industry Representative
Liisa Stark, Chamber Representative

City Staff Present:
Chris Robles, Economic Development Director
Laura Matteoli, Economic Development Manager
Michelle Sheidenberger, Sr. Deputy City Attorney
Mike Isom, Development & Operations Manager
Bill Aiken, Administrative Analyst
Kelly Wickline, EDAC Secretary
Kevin Payne, Development Services Director
Chris Kraft, Engineering Manager
Gene Paolini, Building Official
Jason Rizzi, Fire Division Chief

1. **Silent Roll Call –** meeting began at 1:30 p.m.

2. **Public Comment**
None

3. **Action Items**
   A. **Approval of March 26, 2014 Minutes**
   Stephanie Dement made the motion to approve the amended minutes of the March 26, 2014 meeting; the motion was seconded by Donna Chabrier.
   (5 ayes, 0 nos), motion passed. *Naaz Alikhan arrived after vote.*

   - *Naaz Alikhan arrived at 1:34 p.m.*

   B. **Development Fee Update**
   Development Services staff presented EDAC with their recent evaluation of the City's processing fees, cost recovery and its comparison to other local jurisdictions relating to land development projects. Based on comparison findings Development Services will ask City Council to consider an increase to the current Building Permit, Entitlement Processing and Fire Fees. Staff requested EDAC to recommend City Council approve increases to Building Permit Fees, Entitlement Fees and Fire Department Fees as highlighted in attachments 1, 2 and 3. EDAC discussed comparing with the City of Folsom and consideration of outreach to the Chamber. City Council will take action in May 2014; increases would take effect July 2014.

   - *Naaz Alikhan departed at 2:29 p.m.*

   Donna Chabrier made the motion to recommend the fee increases to the City Council; the motion was seconded by Liisa Stark.
   (5 ayes, 0 nos), motion passed. *Naaz Alikhan departed before vote.*

4. **Discussion Items**
   A. **RCDC Updates**
      1. **Advantage Roseville**
         Proposals from two marketing firms are being reviewed; firm will continue and expand marketing and outreach of Advantage Roseville.

         Advantage Roseville will be the presenting partner at the Sacramento Business Journal's Regional Economic Event in June 2014.

         Monks Cellar is expected to open in late June 2014; the RCDC Board recently took a tour and held their meeting there.

         The RCDC Board and staff attended the trustee sale for 238 Vernon Street, no bids were received, and the property is now owned by the RCDC. A number of parties are interested in reopening the restaurant, the RCDC expects it to reopen in late summer 2014.

      2. **Housing Rehabilitation Program**
         The Duranta Street home has closed. A second home on Windermere Avenue is currently in final stages of rehab through the Housing Rehabilitation Program and is expected to be on the market in the next 30 days.

   B. **Economic Development Strategy Update**
      No new updates.

5. **Updates**
   A. **Business Matters (handout)**
      Copies of the April Business Matters Newsletter were distributed.

6. **Roundtable**
   Committee members and staff provided updates on recent Economic Development efforts. Top Golf is currently processing permits for their new venue at Washington and Blue Oaks Blvd.

7. **Adjournment**
   A motion was made by Stephanie Dement and seconded by Liisa Stark to adjourn the meeting at 2:43 p.m.
   (5 Ayes, 0 Nos), motion passed. *Naaz Alikhan departed before vote*.