



Economic Development Advisory Committee
Wednesday, May 28, 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

1. **Silent Roll Call** – meeting began at 1:30 p.m.
2. **Public Comment**
None
 - *Naaz Alikhan arrived at 1:35 p.m.*
3. **Action Items**
 - A. **Approval of April 23, 2014 Minutes**

Stephanie Dement made the motion to approve the amended minutes of the April 23, 2014 meeting; the motion was seconded by Liisa Stark.
(5 ayes, 0 nos), motion passed. *Donna Chabrier arrived after vote.*

 - *Donna Chabrier arrived at 1:36 p.m.*
4. **Discussion Items**
 - A. **RCDC Updates**
 1. **Advantage Roseville**
 - a. Laura Matteoli provided an update on Advantage Roseville. She explained that WEDA is no longer assisting Advantage Roseville's marketing and lead nurturing efforts; staff has retained 3Fold Communications to develop a marketing strategy and will be working with them over the next four months.
 - b. Laura provided a handout identifying the Lead Nurturing and Business Outreach/Retention efforts.
 - c. On behalf of Advantage Roseville staff will be looking for consultant assistance on electronic lead nurturing.
 - d. Events: Advantage Roseville and Economic Development are joint sponsors in the Sacramento Business Journal – Regional Development Event; this is the first of five in the region.
 - i. Chris added that it is Advantage Roseville's intent to leverage this event with an ad campaigns in the Sacramento and Silicon Valley Business Journals. We want to continue our message.

- ii. Tim Herman offered to set up a business retention meeting with Corr Dental Lab with himself and Chris.
- iii. Eric Avery mentioned that Pulte Homes is moving offices. Naaz Alikhan mentioned that Rabobank is completing a TI that will be done in June and recommended a business retention meeting plus a Chamber Mixer Event to spotlight the new tenant space.

2. Housing Rehabilitation Program

Chris Robles provided an update on the Windamere house for sale.

Wendy Gerig asked if there was an opportunity to raise the \$250,000 limit for purchase. Housing Division is looking into raising pricing limits; limits are set by the State and Federal Government.

Donna Chabrier asked if multiple family housing could be purchased, Chris said that due to RCDC financing limitations that acquisition of a duplex may be possible.

- *Donna Chabrier departed at 2:08 p.m.*

B. Economic Development Strategy Update

1. Economic Development Strategy Update

Staff continues to focus on creation of jobs and capital investment into the community. Market studies show Office vacancies are approximately 15% and Retail and Industrial vacancies are near single digits.

2. Next Economy – Annual Report

Laura Matteoli shared the Next Economy Annual Report and provided an overview of sponsors and staff involvement. Next Economy and Advantage Roseville have a similar focus on job creation and capital investment. Advantage Roseville will be preparing a similar annual report.

5. Updates

A. Business Matters (handout)

Copies of the May Business Matters Newsletter were distributed.

6. Roundtable

Laura provided a handout of Placer Counties Unemployment Report, City of Roseville is at 6.2%, down a percent from last year and job growth continues to rise.

7. Adjournment

A motion was made by Stephanie Dement and seconded by Eric Avery to adjourn the meeting 2:35 p.m.

(5 Ayes, 0 Nos), motion passed. *Donna Chabrier departed before vote.*