Approved on 5/7/09

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

MINUTES

Economic Development Advisory Committee
Thursday April 9, 2009
Hutchinson Conference Room
311 Vernon Street

Committee Voting Members:
Mayor Gina Garbolino, Chair
Mayor Pro Tem Pauline Roccucci
Al Johnson, Chamber Representative
Chamber Staff:
Wendy Gerig, CEO

City Staff:
Bob Schmitt, Assistant City Attorney
Julia Burrows, Deputy City Manager/Economic Development Director
Karen Garner, Economic Development Analyst
Kelly Wickline, EDAC Secretary
Chris Robles, Community Development Manager
Estela Roig, Finance Department Representative

I. Roll Call

II. Public Comment

III. Action Items

A. Approval of Minutes

A motion was made by Pauline Roccucci and seconded by Al Johnson to adopt the minutes of February 12, 2009 and February 26, 2009. (3 ayes, 0 nos), motion passed.

B. Approval of Minutes

A motion was made by Gina Garbolino and seconded by Pauline Roccucci to adopt the minutes of November 4, 2009. (3 ayes, 0 nos), motion passed.

C. Economic Development Strategy Addendum

Karen Garner updated those not previously in attendance of the EDAC Addendum. Staff brought the addendum to EDAC during the February 26th meeting. Committee members focused on four strategies: Local Stimulus Projects, Redevelopment area, Market strengths and Green Incentives. Local Stimulus Projects will be added the Business Climate section. The other three strategies are related to already existing strategies included in the existing addendum. These will be modified or additional strategies will be added to emphasize the Committee's focus. A motion was made by Al Johnson and seconded by Pauline Roccucci to approve the Economic Development Strategy Addendum. (3 ayes, 0 nos), motion passed and the Addendum will go to Council in May.

D. EDAC Meeting Procedures

Staff revised the EDAC meeting procedures to include the expansion of EDAC from three voting members to nine voting members. It was suggested that the two Target Industries and 2 Key Partners will not have alternates. It was suggested the Wendy Gerig appoint an alternate for the Chamber Representative. A motion was made by Al Johnson and seconded by Pauline Roccucci to approve the EDAC Meeting Procedures as amended. (3 ayes, 0 nos), motion passed and will go to Council for final approval in May.

IV. Economic Development Program Updates

A. EDAC Expansion

Julia updated the committee on the expansion of EDAC from a three person to a nine person committee. John Frisch from Cornish & Carey Commercial is interested but not yet confirmed as the committee's At-Large member. Confirmation should be done by the May 7th meeting.

B. Business Advisory Council

EDAC members suggested that Business Advisory Council meetings that are open to the local business community be first thing in the morning, possibly Tuesday through Thursday. 40-50 businesses will be invited to attend the open discussion in an effort to learn how they businesses can be better served. This meeting will be a prelude to the Economic Development Strategy Committee for next year. Staff will work with the Chamber on a new date for the meeting in May.

V. Economic Development Partners Status (verbal updates)

A. Placer Valley Tourism assessment status

Karen Garner explained that plans are still moving forward to modify the current assessment on local hotels. Greg Van Dusen will present Placer Valley Tourism's budget at the May EDAC meeting.

B. Roseville/Granite Bay Chamber of Commerce

Wendy informed the group of the "Where's Lunch Tuesday" events that are currently underway. Every Tuesday from 11:00am-1:00pm patrons will receive 20% off their meals at participating restaurants. City staff will post information regarding "Where's Lunch Tuesday" on the City's classified.

April 29th will be the Economic Development Forum with a focus on shopping locally, the event will be held at The Rock of Roseville.

May 14th is Roseville 2009 with Meg Whitman as the Keynote speaker and will be held at Highland Point office complex. Breakout Session presenters will be Dr. Fountain (status of Placer Region), Swiss Avenue Partners (business training and solutions) and Craig Robinson (State of the City).

VI. Adjournment

A motion was made by Al Johnson and seconded by Gina Garbolino to adjourn the meeting at 2:35pm.