Approved on 9/23/10

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

MINUTES

Economic Development Advisory Committee
Thursday, June 24, 2010
Hutchison Conference Room
311 Vernon Street

Committee Voting Members Present:
Mayor Pro Tem Pauline Roccucci
Brian Whitmore, Ignite Representative
Steve Pease, Key Partner Representative
Wendy Gerig, RRC Representative
Naaz Alikhan, Target Industry Representative
Richard Robinson, Chamber Representative

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

I. Silent Roll Call

II. Public Comment
None.

III. Action Items
A. Approval of March 25, 2010
A motion was made by Steve Pease to approve the minutes of the March 25, 2010 meeting, the motion was seconded by Wendy Gerig. (6 ayes, 0 nos), motion passed.

IV. Advantage Roseville
Steve Pease and Naaz Alikhan will be meeting with the new City Manager, Ray Kerridge to update him on the background of Advantage Roseville and what could be offered in the New Business Incentive Program. The domain name, www.advantageroseville.com, has been reserved and a draft website layout has been created.

V. Economic Development Program Updates
A. Economic Development Department Status
John Sprague gave a brief update on the current status of the Economic Development Department and its two main objectives, economic vitality and charitable giving. John Sprague is now overseeing the Economic Development Department since Julia Burrows departure. The organization and future plans of the department will come from Ray Kerridge and the City Council.

B. City of Roseville Vital Assets Program Update
Cindy provided an update on the progress of the Vital Assets Program. Two workshops were held in June one was with SCORE providing finance information and the second workshop was with Placer County for a Procurement Expo. Cindy is also working with Police to setup a Business Watch Program which would be similar to Neighborhood Watch

but for local businesses to help with crime prevention. On June 16th the City Council approved the next contract for 2010-2011 but Golden Sierra did not receive all of the federal funding until the State passes their budget. Golden Sierra has provided interim funding that will fund Roseville's two Vital Assets positions through the end of September

C. Business Licensing
No update given.

VI. Economic Development Partners Status (verbal update)

A. Roseville/Granite Bay Chamber of Commerce
Richard Robinson gave an update on two meetings that happened since our last meeting. One meeting was with Sierra Vista and they provided input on their project. The other meeting was a presentation on the Fire Facility Tax which is proposed to be a fee. The outcome was to create a subgroup to work with City staff to get a better understanding of what is being proposed and how it's being distributed. The City provided an update on redevelopment efforts and business retention efforts. The Business Walk is scheduled for September 30th beginning at William Jessup and ending at Thunder Valley. The target area is the Hwy 65 area as well as Roseville and Granite Bay.

Wendy Gerig received a call of interest from Mercy Housing with interest in a mixed-use project in Roseville. Chris Robles confirmed that Redevelopment staff had been in contact with Mercy Housing.

B. Placer Valley Tourism
Wendy Gerig announced that Placer Valley Tourism has hired the Cal Ripken Group to perform a feasibility study for a multi-use sports complex. The study should be complete the end of August and will include the Roseville, Rocklin, Lincoln areas as well and county property.

VIII. Adjournment

Member Roundtable:
Steve Pease updated the committee on the cancer ribbon displays. This year the South Placer Art in Public Places has selected CureBreastCancer Inc as the charitable organization to be the recipient of the funds raised by South Placer Art in Public Places. There are 16 6' tall ribbons designed by different area artists and on display June 15th - Sept 20th and will end with celebration on Sept 25th at Westfield Galleria where all 16 ribbons will be on display and those not sold will be up for auction.

Karen Garner announced that a food distributor is interested in 150,000-200,000SF of space at 10000 Alantown Drive. The other half of the building is occupied by RC Willey.

Chris Robles confirmed that a building permit has been issued for the Sacramento Capitals stadium at the Westfield Galleria. The City of Roseville Building Department provided a quick turn around to help the permit needed before a Sacramento Kings event taking place there this weekend.

Brian Whitmore announced an upcoming evening event on August 18th at Drexel University with Kevin Johnson, Ana Matosantos, Kyriakos Tsakopoulos and Kathie Sowa as panelist focusing on economic recovery.

A motion was made by Wendy Gerig and seconded by Steve Pease to adjourn the meeting at 2:30 p.m. (6 ayes, 0 nos), motion passed.