

# **Office of Economic Development**

311 Vernon Street, Roseville, CA 95678 (916) 774-5362

**MINUTES** 

# Economic Development Advisory Committee Wednesday, March 23, 2011 Civic Center Meeting Rooms 1 & 2 311 Vernon Street

#### **Committee Voting Members Present:**

Councilmember Tim Herman, City Council Wendy Gerig, RRC Representative Richard Robinson, Chamber Representative Naaz Alikhan, Target Industry Representative Steve Pease, Key Partner Representative Kevin Leamy, Ignite 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 Kelly Wickline, EDAC Secretary Stefan Moore, RPD Captain Edward Rosenbrook, RPD Captain

- I. Silent Roll Call
- II. Public Comment

None.

#### III. Action Items

### A. Approval of February 23, 2011 Minutes

A motion was made by Steve Pease to approve the minutes of the February 23, 2011 meeting, the motion was seconded by Wendy Gerig. (6 ayes, 0 nos), motion passed.

### IV. Business Activity List

Karen Garner distributed the Business Activity List for March 2011.

## V. Economic Development Strategy

### 1. Broker Discussion

Todd Sanfilippo and Rick Martinez of CBRE, provided the committee with a market update on the local Industrial and Retail space.

### 2. ED Strategy "Check-in" (where are we in the ED Strategy development process)

Karen Garner shared the timeline for the ED Strategy; adoption of Strategy will take place in July 2011 (ITEM A).

### 3. Stakeholder Meeting Reports

## a. ED Staff Reports

Staff provided the committee with a summary of the stakeholder interviews conducted thus far (ITEM B).

## b. EDAC member reports

Wendy Gerig invited Abhita Batra of Advanced Biopharma Consulting to provide addition feedback and discuss the Q&A she provided (ITEM C).

# c. Identify common themes/issues

Gina LaTorra provided a list of common themes/issues based on the stakeholder interviews completed (ITEM D).

# 4. ED Strategy Goals

# a. Review ED Strategy Goals

Staff provided ED Strategy Goals based on information provided by stakeholder interviews (ITEM E).

# 5. EDAC Homework

### a. Subcommittee to identify Strategies to address Goals

Subcommittees were instructed to continue their stakeholder interviews and be prepared to brainstorm on Strategy to address goals. Tim Herman and Mark Miller will discuss the Vision Statement at the next meeting.

# VI. Adjournment

A motion was made by Wendy Gerig and seconded by Kevin Leamy to adjourn the meeting at 3:10 p.m. (4 Ayes, 0 nos) (Naaz Alikhan and Richard Robinson departed prior to the vote).

Next Meeting Wednesday, April 27, 2011 in Civic Center Meeting Rooms 1 & 2