Approved on 9/10/09

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

MINUTES

Economic Development Advisory Committee
Thursday, August 13, 2009
Hutchinson Conference Room
311 Vernon Street

Committee Voting Members Present:
Mayor Pro Tem Pauline Roccucci
Al Johnson, Chamber Representative
Naaz Alikhan, Target Industry Representative
Wendy Gerig, RRC Representative
Steve Pease, Key Partner Representative
Mark Miller, Target Industry Representative

City Staff Present:
Michelle Sheidenberger, Deputy City Attorney
Julia Burrows, Deputy City Manager/Economic Development Director
Karen Garner, Economic Development Analyst
Kelly Wickline, EDAC Secretary
Chris Robles, Community Development Manager

I. Roll Call

II. Public Comment

III. EDAC Member Roundtable
No comments.

IV. Action Items

A. Approval of Minutes
A motion was made by Wendy Gerig to approve the minutes of the May 7, 2009 meeting, motion seconded by Steve Pease. (6 ayes, 0 nos), motion passed.

B. A motion was made by Steve Pease to approve the minutes of the June 11, 2009 meeting, motion seconded by Wendy Gerig. (6 ayes, 0 nos), motion passed.

V. Presentations

A. Marina Sloan, Client Services Manager for MuniServices, presented an overview of Retail Sales (file Attachment 1) for the region. Data included first quarter sales from 2004 through 2009 for General Retail, Department Stores, Restaurants, Transportation, Auto Sales (New and Used), Service Stations, Construction, and Business to Business.

Karen Garner provided the committee with a summary of the retail vacancy for Roseville (file Attachment 2). The report helps give a better understanding of trends and will help the City formulate strategies to support the Roseville economy. The summary report included Retail Vacancy Rates, Retail Lease Rates and Retail Trends.

VI. Economic Development Program Updates

A. SCORE
Julia Burrows provided an update on SCORE. SCORE is a nationwide organization that matches retired executives with local businesses to provide a mentorship in assisting

with review of financials, business plans, marketing, etc. SCORE is increasing their presence in Placer County and looking to recruit members in our area. A representative from SCORE will make a presentation to EDAC in September.

B. Business Retention Program

The Attorney's Office is reviewing the Workforce Investment Board ARRA contract before it can go to Council in September.

VII. Economic Development Activity

A. New/Closed Business Lists

Staff presented the New Business and Closed Business lists and summary (Attachment 3) for April to July 2009.

VIII. Economic Development Partners Status (verbal updates)

A. Roseville/Granite Bay Chamber of Commerce

Chamber Month is being finalized for the month of October. A "business walk" with Chamber and City representatives canvassing area businesses is tentatively scheduled for Oct 20th and 21st. Restaurant Week will be the 2nd week in October, and will feature a price fixed menu at fine dining restaurants in Roseville.

IX. Adjournment

A motion was made by Wendy Gerig and seconded by Naaz Alikhan to adjourn the meeting at 3:15p.m.