Approved on 2/25/10

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

MINUTES

Economic Development Advisory Committee
Thursday, January 27, 2010
Hutchison Conference Room
311 Vernon Street

Committee Voting Members Present:
Mayor Gina Garbolino
Councilmember Jim Gray
Richard Robinson, Chamber Representative
Wendy Gerig, RRC Representative
Steve Pease, Key Partner Representative
Naaz Alikhan, Target Industry Representative
Marc Chacon, Ignite Representative

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

I. Welcome New Member

Richard Robinson was welcomed to the committee as the new Chamber Representative. Richard is the Chamber Board's new Economic Development Vice President and the Public Affairs Director for Kaiser Permanente.

II. Silent Roll Call

III. Public Comment

None

IV. EDAC Member Roundtable

Jessica Huff of the Roseville Library announced the award of two grants. The first grant will provide free resources to non-profit groups by providing periodicals, databases, classes, etc. The second grant will provide small business resources to teens and young adults to teach Financial Literacy and Business education. The Library will be collaborating with YoungBiz Foundation to provide these resources.

Jim Gray wanted to make everyone aware of two items that will most likely be on our ballot; Proposition 16, the New Two-Thirds Requirement for Local Public Electricity Providers Act and the Local Taxpayer, Public Safety and Transportation Protection Act.

V. Action Items

A. Approval of December 10, 2009 Minutes

A motion was made by Steve Pease to approve the minutes of the December 10, 2009 meeting, the motion was seconded by Wendy Gerig. (5 ayes, 2 Abstentions), motion passed.

VI. Economic Development Program Updates

A. Vital Assets Program Update

Cindy Schaer provided the committee with a resource guide provided by SACTO, an electronic copy will be available soon. Cindy has been working to provide a series of business retention workshops for local businesses at a minimal cost. The first workshop will be held on February 20th and will focus on small business marketing. The full series of workshops will be announced at the next EDAC meeting. An electronic survey will be going out to local businesses in the next couple of weeks. The surveys are a requirement of the goal of the Vital Assets Program and will be sent out on a quarterly basis. Since starting in December, Cindy has met with 24 businesses representing 437 employees; the goal is 150 businesses and 500 employees in a 12 month period.

B. Work Program – Business Attraction

Karen Garner provided the committee with her 2010 Work Program. Her focus will be business attraction, start-up and expansion, ED web management, business license enhancements, special projects (PVT, Conference Center, University attraction) and staff liaison to Grants Advisory Commission.

C. Temporary Sign Information

Karen Garner presented the Sign Information brochure regarding temporary signs. The information will be posted on the internet and available as a hardcopy. This is a direct follow-up from the Business Walks. Wendy suggested contacting local sign shops and property managers to make sure they are aware of the city regulations.

D. 2010 New Business Incentive Program

Julia Burrows presented a draft of the proposed 2010 New Business Incentive Program that was suggested by Al Johnson at the December EDAC meeting. The incentive program was a method to attract new business to Roseville. As suggested, the City would not collect business license fees, plan check fees or inspection fees for anyone opening a new business in Roseville. City Attorney's staff reviewed the program and concluded that there would be no gift of public funds issue for the program and suggested that the waiver of business license fee only be for the first year and EDAC and the Council analyze the financial and policy considerations.

Staff will make edits and additional option(s) to the staff report to consider at the next EDAC meeting. Staff will provide the staff report to the Chamber for further review so they can provide feedback at a future EDAC meeting.

VII. Economic Development Partners Status (verbal updates)

A. Roseville/Granite Bay Chamber of Commerce

Richard Robinson gave an update the Economic Development Chamber Board meeting with new board members. Carol Garcia is the Chair. Presentations were made by Pat Brady, CEO of Sutter and Ed Glavis, Senior VP of Kaiser regarding Healthcare in Roseville. The outlook is optimistic with plans for more growth to the Roseville locations.

Wendy Gerig encouraged the committee to give thought to possible topics and programs for Economic Forums this year that would not be duplicated at the Roseville 2010 event being held May 13th.

VIII. Adjournment

A motion was made by Wendy Gerig and seconded by Marc Chacon to adjourn the meeting at 2:45 p.m. (7 ayes, 0 nos), motion passed.