Approved on 7/13/11

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

MINUTES

Economic Development Advisory Committee
Wednesday, April 27, 2011
Civic Center Meeting Rooms 1 & 2
311 Vernon Street

Committee Voting Members Present:
Vice Mayor Susan Rohan, City Council
Councilmember Tim Herman, City Council (Chair)
Wendy Gerig, RRC Representative (Vice Chair)
Naaz Alikhan, Target Industries Representative
Kevin Leamy, Ignite Representative
Steve Pease, Key Partner Representative

City Staff Present:
John Sprague, Assistant City Manager
Michelle Sheidenberger, Senior Deputy City Attorney
Karen Garner, Economic Development Analyst
Gina LaTorra, Associate Planner
Chris Robles, Community Development Manager
Capt. Ned Rosenbrook, Roseville Police Department
Kelly Wickline, EDAC Secretary

I. Silent Roll Call

II. Public Comment

Wendy Gerig acknowledged the recent article in the Sacramento Business Journal ranking the City of Roseville as the most business friendly town to do business with in our region.

III. Action Items

1. Approval of March 23, 2011 Minutes

A motion was made by Wendy Gerig to approve the minutes of the March 23, 2011 meeting, the motion was seconded by Steve Pease. (5 ayes, 0 nos), motion passed.
(Naaz Alikhan arrived after vote).

2. Fee Finance Request – The Fountains

A motion was made by Susan Rohan and seconded by Wendy Gerig to approve the Fee Finance Request for InterCal Real Estate/Yard House restaurant for $266,254.85 plus 1% interest with repayment over five years and assessed through Fountains CFD1. (5 ayes, 0 nos), motion passed. (Naaz Alikhan arrived after vote).

IV. Business Activity List

Karen Garner distributed the Business Activity List for April 2011 (Item A) and an updated Demographic, Development and Employment Profile.

* Naaz Alikhan arrives
* Susan Rohan departs

V. Economic Development Strategy

1. Sacramento Area Commerce & Trade Organization (SACTO) visit

Barbara Hayes and Ryan Sharp provided an overview of SACTO and how they market this region worldwide in an effort to bring new business investment.

2. **Review Updated ED Strategy Timeline**
   Gina LaTorra provided the Committee with an updated ED Strategy Timeline (Item B). Review and finalization of the Strategy is scheduled for August 23, 2011 and adoption of the Strategy will occur in September 2011.

3. **Stakeholder Meeting Reports**
   a. **ED Staff Reports**
      No new reports.

   b. **EDAC member reports**
      No new reports.

   EDAC members suggested a booth at Roseville 2011 to solicit comments from Stakeholders on the ED Strategy.

4. **Revisit ED Strategy Vision Statement**
   Karen presented a new vision statement (Item C) based on EDAC comments. The vision is one statement and highlights Roseville attributes. EDAC agreed with new format and will revisit prior to adoption.

5. **ED Strategy Format**
   a. **Overview of Document with Goals**
      Gina presented a draft document of the Economic Development strategy vision and goals (Item D). Staff will next work on draft strategies that support the vision and goals.

VI. Adjournment

A motion was made by Wendy Gerig and seconded by Naaz Alikhan to adjourn the meeting at 3:00 p.m. (5 Ayes, 0 nos)

Next Meeting Wednesday, May 25, 2011 in Civic Center Meeting Rooms 1 & 2