

Office of Economic Development

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

Economic Development Advisory Committee Wednesday, July 24, 2013 1:00 p.m. – 2:30 p.m. **Civic Center Meeting Rooms 1 & 2** 311 Vernon Street

Committee Members Present:

Tim Herman, Councilmember (Chair) Naaz Alikhan, Industry Representative (Vice Chair) Eric Avery, Industry Representative Donna Chabrier, Industry Representative Steve Pease, Industry Representative Liisa Stark, Chamber Representative

City Staff Present:

Chris Robles, Economic Development Director John Sprague, Assistant City Manager Michelle Sheidenberger, Sr. Deputy Attorney Mike Isom, Development & Operations Manager Mark Riffey, Business Development Manager Bill Aiken, Administrative Analyst Kelly Wickline, EDAC Secretary

- 1. **Silent Roll Call –** meeting began at 1:00 p.m.
- 2. **Public Comment**

None

3. **Action Items**

A. Approval of April 24, 2013 Minutes

Steve Pease made the motion to approve the minutes of the June 26, 2013 meeting; the motion was seconded by Liisa Stark.

Motion passed, (4 ayes, 1 abstention (Herman), 0 nos) Naaz Alikhan not in attendance during vote.

Naaz Alikhan arrived at 1:03PM

4. **Discussion Items**

A. Advantage Roseville – Performance Measurements

John Sprague provided proposed metrics for measuring the effectiveness of attraction and retention efforts. Key measurements and goals for Business Attraction were discussed.

B. Economic Development Strategy

1. Economic Development Strategy Action Plan

A summary status of the Economic Development Strategy work program was provided. The work program will be reviewed monthly.

5. **Updates**

A. Business Matters (handout)

Copies of the July Business Matters Newsletter were distributed.

B. RCDC

Chris Robles provided information on a brewery coming to Vernon Street; information on name and opening date will be provided soon.

6. Adjournment

A motion was made by Liisa Stark and seconded by Donna Chabrier to adjourn the meeting at 2:21 p.m.

Motion passed, (6 Ayes, 0 Nos)