Approved 3/25/10

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

MINUTES

Economic Development Advisory Committee
Thursday, February 25, 2010
Hutchison Conference Room
311 Vernon Street

Committee Voting Members Present:
Mayor Gina Garbolino
Mayor Pro Tem Pauline Roccucci
Richard Robinson, Chamber Representative
Wendy Gerig, RRC Representative
Steve Pease, Key Partner Representative
Naaz Alikhan, Target Industry Representative
Mark Miller, Target Industry Representative
Brian Whitmore, Ignite Representative

City Staff Present:
Michelle Sheidenberger, Senior 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
Estela Roig, Accountant

I. Welcome New Member

Brian Whitmore was welcomed to the committee as the new Ignite Representative. Brian is currently the President of Ignite and an Associate for Williams + Paddon Architects.

II. Silent Roll Call

III. Public Comment

None.

IV. EDAC Member Roundtable

None.

V. ADVANCE ROSEVILLE

Naaz Alikhan and Steve Pease updated the committee on the meeting they held with the leaders of local brokerage houses and Chamber members on February 5th (Report Item V.) The idea was to brainstorm ideas of what the City could do to help them market Roseville and attract tenants in to fill the available inventory of office and retail space. Recommendations of improvements include Permitting, Marketing and City Incentives. Based on feedback the group requests to assist the City with the following recommendations:
Create and approve a package of incentives for commercial real estate activity in Roseville.
Create process improvements in permitting and entitlements. Guarantee timelines.
Create Marketing Strategy, attracting new business/tenants.
Develop a campus-user site marketing strategy.

As well as assist with:
Arrange a meeting between the City and brokers to continue dialog and feedback.
Assist the City in creating a private/public partnership to develop and implement a marketing plan and campus-user site strategy.

The proposal will be made to the Chamber's Economic Development Committee on February 26th. Julia Burrows will discuss the proposal with the City Manager and Finance Director and staff will schedule a Special Meeting EDAC meeting in March and on to Council in April. Naaz will begin preparing a proposed work plan.

VI. Economic Development Program Updates

A. Approval of January 28, 2010 Minutes

A motion was made by Steve Pease and seconded by Wendy Gerig to adopt the minutes of the January 28, 2010 meeting. (6 ayes, 2 Abstentions: Pauline Roccucci, Brian Whitmore), motion passed.

B. Placer Valley Tourism Work Program and Budget

Greg Van Dusen, CEO of PVT and David Huber, Board Chair of PVT presented their 2009 Summary, 2010 Work Program and Budget (ITEM VI.B.) as required. PVT served 130 events in 2009 and provided financial grants to 43 of them. The 2010 Work Plan builds on the 2008 and 2009 successes and continues to grow and build.

A motion was made by Pauline Roccucci and seconded by Steve Pease to recommend the Work Program and Budget move forward for to Council.
(8 ayes, 0 no's), motion passed.

VII. Google Communities

Sae Hong discussed Google's plans to launch pilot projects of ultra-high speed broadband networks in one or more trial locations across the country. The network has the potential to offer internet speeds up to 100 times faster, over 1 gigabit per second. This will also be a great benefit to the City and potentially save the City money if a partnership could be created. Staff has presented this to SureWest and they had also inquired about using the SureWest network to build out the Google Communities network in Roseville. Krista Bernasconi of SureWest was present at the meeting and supported the proposal as a collaborative effort with the City and SureWest. There are some issues that would need to be worked out, but SureWest is supportive of the City moving forward with the proposal. The application is due March 26th. EDAC supports a recommendation to the Council to submit an application to Google. The item will go to Council on March 17th for final approval.

VIII. Economic Development Program Updates

A. City of Roseville Vital Assets Program Update

Update to be given at next meeting.

B. Chamber of Commerce Roseville 2010 – May 13

Julia Burrow announced that Kevin Surace, Serious Materials, has been confirmed as the keynote speaker for Roseville 2010 being held on May 13th at HP, Building R-10. He was the keynote at the recent SARTA luncheon and gave an outstanding presentation.

C. Placer County Office of Economic Development

The Placer County Economic Development will hold their 2010 Strategy and Economic Development Breakfast at Sun City Lincoln Hills on March 17th.

IX. Adjournment

A motion was made by Wendy Gerig and seconded by Naaz Alikhan to adjourn the meeting at 2:50 p.m. (8 ayes, 0 nos), motion passed.