Approved on 1/27/11

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

MINUTES

Economic Development Advisory Committee
Thursday, October 28, 2010
Hutchison Conference Room
311 Vernon Street

Committee Voting Members Present:
Mayor Gina Garbolino
Mark Miller, Target Industry Representative
Steve Pease, Key Partner Representative
Wendy Gerig, RRC Representative
Naaz Alikhan, Target Industry Representative

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

I. Silent Roll Call

II. Public Comment
None.

III. Action Items
A. Approval of September 23, 2010 Minutes
A motion was made by Steve Pease to approve the minutes of the September 23, 2010 meeting, the motion was seconded by Naaz Alikhan. (5 ayes, 0 nos), motion passed.

IV. EDAC Discussion
Prior to this meeting John Sprague and Karen Garner met with each EDAC member to ask their comments on the role, function and future direction of EDAC. A summary of those comments (Attachment 1) and a history (Attachment 2) of EDAC were distributed to the committee.

The goal of this EDAC discussion was to come to agreement among EDAC members on recommendations of restructuring the committee's roles, tasks and future projects.

The Economic Development Strategy also needs to be updated at this time. The ED Strategy provides the goals, strategies and tasks for achieving economic policies. A new strategy should be prepared and taken to Council for their approval. Committee members voiced a desire to assist staff with the updating of the ED Strategy. Through working on the ED Strategy the goal will be to establish the role of EDAC and what role EDAC will play in effectively carrying out the strategy.

Steve Pease believes EDAC would have more value if merged with the CDC and/or DAC or change the EDAC meetings to every other month. He would like to see a CEO group available to lobby businesses to move to Roseville, and supports the idea of Advantage Roseville. Steve would like to work on updating the ED Strategy.

Naaz Alikhan supports Steve's suggestions and believes that restructure of EDAC is needed but also understands if EDAC needs to be abandoned all together. Naaz would like to work with Karen on Economic Development items such as the ED Strategy and would also like to see Advantage Roseville move forward.

Wendy Gerig believes there needs to be a clear understanding of the roles of all the committees (EDAC, DAC, CDC and RRC) and their roles, along with a clear understanding of staffing and their roles. Wendy suggested reducing the length of time for the plan from 5-years until there is clarity of the committees.

Brian Whitmore questioned if EDAC should be more of an ED planning committee as opposed to more of an advisory committee that meets over an extended period to help develop the plan with the CDC or DAC implementing that plan.

John Sprague drew up a chart suggesting the vision of the economic development system, a process the City could follow. John suggests establishing an ad-hoc ED Strategy Team comprised of current EDAC members and City staff to prepare the ED Strategy. This should take about 6 months to complete, would be lead by Karen and taken to Council in June 2011.

V. Adjournment

A motion was made by Wendy Gerig and seconded by Steve Pease to adjourn the meeting at 2:55 p.m. (5 ayes, 0 nos), motion passed.