*Approved on 4/25/12*

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

**MINUTES**

# Economic Development Advisory Committee
## Wednesday, December 14, 2011
## 1:45p.m. – 3:15p.m.
## Civic Center Meeting Rooms 1 & 2
## 311 Vernon Street

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

**City Staff Present**:
Karen Garner, Economic Development Analyst
Michelle Sheidenberger, Senior Deputy City Attorney
Chris Robles, Community Development Manager
Kelly Wickline, EDAC Secretary
Bill Aiken, Administrative Analyst

**I. Silent Roll Call**

**II. Public Comment**
None.

**III. Action Items**

1. **Approval of November 16, 2011 Minutes**
   A motion was made by Steve Pease to approve the minutes of the November 16, 2011 meeting, the motion was seconded by Wendy Gerig. (5 ayes, 0 nos), motion passed.

2. **Fee Finance Request – Iron Grill Korean Barbeque**
   A motion was made by Wendy Gerig to approve the Fee Finance Request for Iron Grill Korean Barbeque; the motion was seconded by Susan Rohan. (5 ayes, 0 nos), motion passed.

**IV. Business Activity List**
The Business Activity List for December 2011 was distributed to the committee members.

**V. ED Strategy Discussion**

1. **Economic Development Strategy**
   EDAC members prioritized the remaining Strategies and Tasks for Goal 1, Companies and Jobs. Strategies reviewed:
   1.3 (Higher Education)
   1.4 (Entrepreneur/start-up support and technology transfer)
   1.5 (Incentives)
   1.6 (Marketing)
   EDAC members moved on to Goal 2, Quality of Life and prioritized Strategy 2.1 (Quality of Life Factors).

**VI. Adjournment**
A motion was made by Wendy Gerig and seconded by Susan Rohan to adjourn the meeting at 3:15pm. (5 Ayes, 0 nos)