

TOWN COUNCIL COMMITTEE REPORTS FOR AUGUST

Mayor Dave Wheeler:

1. **2 x 2 Committee with SPMUD** – The committee met together to find solutions to the lack of sewer capacity service by SPMUD. The Town of Loomis is spearheading the environmental documents by working with the large property owners that stand to benefit with the increased service. SPMUD has started the required engineering work and is reviewing some temporary options to the Town in the short-term. There is no quick solution to the problem but, we will continue to move forward.
2. **Boarders Committee** - No meetings were held or are scheduled at this time.
3. **SACOG** – There were no meetings scheduled for the month of July.

Councilmember Robert Black:

1. **Placer County Economic Development** – We met at the Colfax Chamber of Commerce office this month. We received an update on the business hub initiative, which is trying to establish a central business internet hub/center that local businesses and Chambers of Commerce can access. It will provide information for business expansion, retaining businesses, promotion of the Town to attract new businesses, and other resources. We hope to have this active and available soon. The “Destination Placer” committee gave an update on their activities which includes trying to bring movie studios to shoot movies here. Also the use of Lake Tahoe and Donner Lake for commercial photos shoots for magazine ads, and the number of people who come here and the money they spend. The “Lincoln takes flight” committee is working to bring companies to the Lincoln airport and is actively soliciting new businesses to move there. Copy of the agenda is attached.
2. **Placer County Air Pollution Control District** – There was no meeting.
3. **School Liaison** – School is, no meetings were attended.
4. **Business Liaison** – I took Jennifer Knisely, from the Loomis Chamber of Commerce, to the Placer County Economic Development Commission meeting in Colfax. She met several people from the local business community and Board members of the Commission. She said she gained some good insight, and learned some things that she could take back and use in her job as Manager of the Chamber.

Councilmember Miguel Ucovich:

1. **Local Agency Formation Commission** – A request by the Squaw Valley incorporation committee to pay for the EIR report in partial payment was rejected by the board; forms were given out to evaluate the executive director; and pending state legislation was presented and discussed.
2. **Placer County Transportation Planning Agency** – attached.



COUNTY OF PLACER
COUNTY EXECUTIVE OFFICE
Office of Economic Development
175 Fulweiler Avenue, Auburn, CA 95603-2133
530.889.4016 – Fax: 530.889.4095

AGENDA

Placer County Economic Development Board
Colfax Chamber of Commerce
99 Railroad Street, Colfax, CA 95713
530-613-5829
June 19, 2014

Placer County is committed to ensuring that persons with disabilities are provided the resources to participate fully in its public meetings. If you are hearing impaired, we have listening devices available. If you require additional disability-related modifications or accommodations, including auxiliary aids or services, please contact the Executive Secretary to Economic Development. If requested, the agenda shall be provided in appropriate alternative formats to persons with disabilities. All requests must be in writing and must be received by the Executive Secretary five business days prior to the scheduled meeting for which you are requesting accommodation. Requests received after such time will be accommodated only if time permits.

3:00PM CALL TO ORDER – Paul Joiner, Chair 2014

ROLL CALL

3:05PM PUBLIC COMMENT

3:10PM INTRODUCTIONS – Members and Guests

3:15PM CONSENT ITEMS

- a. Approval of June 19, 2014 Agenda.
- b. Approval of minutes of Regular Meeting held April 17, 2014.

3:20PM DISCUSSION ITEMS

- a. Colfax Theatre –Recent History and Business Development Opportunity- Mike Fluty, Coldwell Banker Commercial
- b. State of the City Briefing – Mark Miller, City Manager, Colfax
- c. State of the Chamber and Business Community – Frank Klein, Colfax Chamber President

3:40PM DISCUSSION / ACTION ITEMS

- a. **Business Hub Initiative** – Update on activity since April 17, 2014 – Jeff Bordelon, PlacerSustain and Dave Snyder, EcD, Director.
- b. **Destination Placer** – Update on activity since April 17, 2014 – Mora Rowe, Placer County Visitor's Bureau.
- c. **Lincoln Takes Flight – Lincoln Regional Airport** – Update on activity since April 17, 2014 – Paul Joiner, representing City of Lincoln and Bridgett Powers, representing the City of Auburn.
- d. **Grants for Career Education** – Dave Butler, NextEd, representing City of Rocklin.
- e. **Design Thinking in the High School** – Gregg Ramseth, Placer Union High School District.
- f. **Highway 65 Marketing Task Force** – Dave Butler, City of Rocklin.

4:30PM REPORTS

Film Office Update and AB1839 – CA State Film and Television Tax Credit - Beverly Lewis, Placer County Film Office.

BAN update including "Help to Hire" – Subsidized Wage Program – Marcy Schmidt, BAN Supervisor.

Director's Report - David Snyder, Director of Economic Development

- a. **E-Dirt, "A Place to Grow".**
- b. **Arts and Economic Prosperity Study Project.**
- c. **Sunset Industrial Area Business Meeting Organization.**
- d. **Metropolitan Export Initiative.**
- e. **Auburn Air Faire.**
- f. **On-Line eCommerce Store.**
- g. **EDA Grant.**
- h. **Placer Rankings.**
- i. **Location options for September 2014 Meeting.**

4:55PM OTHER BUSINESS

OTHER Business to be considered at future meetings – 5 minutes per item.

5:00PM ADJOURN - Next Economic Development Board Meeting – Thursday, September 11th - Annual Tahoe Meeting.

COUNTY OF PLACER



**ECONOMIC DEVELOPMENT BOARD
REGULAR MEETING**

**MINUTES
April 17, 2014**

CALL TO ORDER:

Called to order by David Baker, 2013 Chair at 3:00 p.m.
The meeting was held in the Canyon View Room of the
Auburn Recreation Center, 471 Maidu Drive, Auburn

ROLL CALL:

Present: Baker, Blake, Butler, Duncan, Evans-Hall, Herman, Grey,
Jackson, Joiner, Powers, Schmidt, Rick Angelocci for Robert Black

Absent: Barkle, Glavis, Glenn, Montgomery, Weygandt

Vacant: None

INTRODUCTIONS: Members and Guests

GUESTS PRESENT:

David Snyder, Director
Nancy Lange, Temporary Office Assistant
Marcy Schmidt, Placer County HHS-BAN
Robert Hyland, Placer County HHS-BAN
Angela Tahti, PlacerArts
Tom Dwelle, Flyers Energy General Partner
Christine Rydell, Representative from Sen. Jim Nielsen's office
Jennifer Horne, Representative from Sen. La Malfa's office
Kahl Muscott, ARD
Mora Rowe, PCVB
Jocelyn Maddux, Aide to Supervisor Montgomery
Jeff Bordelon, PlacerSustain
Heidi Kolbe, The Kolbe Company
Chief John Ruffcorn, City of Auburn Police Department
Randy Wagner, CEO, SEDCorp
Staff Present:

PUBLIC COMMENTS:

- Marcy Schmidt informed the Board about Placer County's "Help to Hire" Program;
- Angela Tahti invited the Board and audience to attend and enjoy the ClayFest art exhibits at the BlueLine Gallery in Roseville;
- Clay Schmidt discussed PG&E's discounted rates for businesses program;

- Tom Dwelle presented and discussed his letter of opposition to SB983, a bill before the State Legislature pertaining to certain changes to the method of Sales Tax collection and distribution between various commercial and governmental entities;
- Bridget Powers echoed his concerns and those of the City of Auburn with this bill;
- Christine Rydell informed the Board and the audience that this bill would be referred to the Governance and Finance Committee, and that she would forward all letters to that Committee.

WELCOMING REMARKS – Kahl Muscott, District Administrator, ARD

The Auburn Area Recreation and Park District (ARD) was established in 1948 and has been providing wonderful parks, recreation and services ever since. ARD offers a variety of recreational and educational activities for all age groups. ARD's beautiful parks have an abundance of popular facilities, including Sierra Pool, the Ashley Memorial Dog Park and dozens of acres of ball fields. These parks also play host to a number of events and activities including Party in the Park, the Auburn Community Festival, and Pioneer Days. He also discussed the latest craze in activities: Pickle Ball.

NEW MEMBER RECOGNITION: – Sandy Evans Hall, NLTRA and Robert E. Black, Town of Loomis, were recognized by Dave Baker, 2013 Chair representing Manufacturing

PASS THE GAVEL – SEAT INCOMING OFFICERS FOR 2014: – Dave Baker, Chair 2013 representing Manufacturing, passed the gavel to incoming Chair, Paul Joiner, representing the City of Lincoln, who then chaired the remainder of the meeting. Dr. Lyndell Grey representing Agriculture is installed as Vice Chair.

OUTGOING MEMBER RECOGNITION: – Paul Joiner, Chair 2014 representing The City of Lincoln, recognized the efforts of outgoing members Dave Attaway, representing Tourism, and Dave Wheeler, representing the Town of Loomis, for their achievements and work on behalf of the Board. Unfortunately, neither Dave Attaway nor Dave Wheeler were able to attend the meeting.

CONSENT ITEMS

- a. **Approval of Agenda** - The Agenda was approved by motion carried, 1st Joiner, 2nd Powers – unanimously approved.
- b. **Approval of Minutes of Regular Meetings held:** The June 20, 2013, the September 19, 2013, and the January 17, 2014 Minutes were approved with the same vote, with no changes, by motion carried, 1st Powers, 2nd Joiner – unanimously approved.

DISCUSSION/ACTION ITEMS – Heidi Kolbe, Facilitator, called for an update and report from the following teams she had facilitated establishing:

- a. eDirt, "A Place to Grow," chaired by Dr. Lyndell Grey;
- b. Business Hub, chaired by Jeff Bordelon of PlacerSustain;
- c. Destination Placer, chaired by Mora Rowe of the Placer County Visitors Bureau;
- d. "Soaring to New Heights – Lincoln Airport," chaired by Paul Joiner, City of Lincoln and Bridget Powers, representing the City of Auburn

For the enlightenment of audience members who had not attended the January, 2014, Heidi briefly described the purpose of the four teams. She then explained the process for their update and report, giving them 15 to 20 minutes for their re-groupings, following which asked them to report back to the general assembly.

They all formed their individual groups, and at the close of their sessions, returned to the general assembly and reported on their activities to date as well as future plans.

OTHER BUSINESS –

a. California Economic Summit – November 2013 Agenda, Observation and Outcomes – Dr. Lyndell Grey, Representing Agriculture reported that ...

The 2013 California Economic Summit, held in Los Angeles in November, was the second annual gathering of leaders focused on working together to put California's economy on a sustainable path for growth.

Capping the work of sixteen regional forums and seven Action Teams, Summit participants concluded the twin pillars of immediate job creation and long-term competitiveness for California are:

- Investing in people, infrastructure and innovation in creative ways to prepare our state and our regions to compete in the 21st century global economy
- Streamlining our complex regulatory processes to reduce cost of doing business while maintaining our environmental standards.

Dr. Grey felt that not as many Agriculture groups were represented as she would have hoped. She suggested that it is hard to draw new folks into Agriculture for many reasons, one being that the price of land is too high.

Dave Snyder pointed out that there were Regional Forums being held all over the state, he talked about Small Business being the driver of our upward economic growth.

Dave Baker pointed out that California doesn't have a singularly, focused global strategy but that there are regional groups to advocate to the State offices.

b. Placer County Giving Project and Placer County Food Systems – Highlights of Programs and Opportunities for Support – Veronica Blake, Representing Non-Profits

Veronica Blake reported that the May 6, 2014, online Big Day of Giving campaign is comprised of 400 non-profit organizations, with the goal of raising \$1million in 24 hours. This included over 78 Placer County organizations. She described the process and overall project.

REPORTS

Director's Report – David Snyder, Director of Economic Development, reported on the following topics:

- a. Breakfast Brief – Asked for feedback from the Board; advised that he had received good feedback from the attendees. Folks like it and participated with over 20 nominations. He was pleased with the event and the response.
- b. Legislative Update Including SB 983 (Hernandez) – Between Mr. Dwelle and Bridget, SB983 was discussed in depth. AB1839 passed out of Arts & Entertainment Committee and will be heard on May 12th and our Beverly Lewis will be there testifying.
- c. December 13 Meeting with Ed Glavis, Pat Brady and Ted Owens: Paul Griffith and Dave had a good meeting with a lot of discussion around attracting and expanding businesses that support the health industry, along with promoting healthy lifestyles through a health and wellness programs such as the Ironman competition and human-powered sports along with a lot of things that Tahoe is on the map for these days. Talked about putting together a Promo piece with collateral material. Dave Butler asked if the group had discussed the procurement of contracts with the larger employers and/or cities, etc. Dave suggested that this could be the subject for future meetings of the ad hoc group. Rick Angelocci suggested inviting public entities to come to a forum to learn how to contract with with government and private concerns. He advised that while right now there is not a shortage of nurses, there will be a day in the not too distant future where there will be one.
- d. Metropolitan Export Initiative: This is a phased program that's a WTC alliance with the Brookings Institute. The goal is to increase exports. The Sacramento area underperforms in global markets. We wanted to know why. We conducted surveys, along with other methods, with a good sampling, attempting to determine barriers and impediments, as well as opportunities for product development or interest in particular foreign market areas.
- e. California Competes Tax Credit: One of the 3 tax incentive programs rolled out from the Governor's Office of Economic Development that closed, but will be opening again for businesses to open or expand in California, along with the businesses who are talking about leaving California. It will be back July 1st.
- f. Tahoe Catalyst Projects: Projects that have certain high impact and properties that have not been on the market for a long time post-redevelopment phases; private sector investment, building teams around private project opportunities, overcoming investment hurdles, to stimulate redevelopment. Stimulating additional opportunity to see it rolled out across the county.
- g. Meet the Consultant's Forum (San Diego): Exposure to consultants who are facilitating projects in western US. Example: Formica just changed hands in the SIA area, with new uses and phased development.
- h. SEDCorp & Tahoe Loan Program: when the Redevelopment Agency went away, the County wanted to seed a new program to continue the lending and re-lending programs to encourage development continuance.
- i. Options for June 2014 Meeting: Colfax wants us to showcase their theatre and their downtown district as a location for the next meeting.

OTHER BUSINESS

Other Business to be considered at future meetings – No other business was brought before the Board.

5:00 p.m. ADJOURN – Next regular meeting - Thursday, June 19 @ 3 p.m.

Economic Development Board's 2014 Meeting Schedule:

Thursday, June 19 – Location to be determined.
Thursday, September 11 – Annual Tahoe Meeting

Nancy Lange, Temporary Office Assistant



PLACER COUNTY
TRANSPORTATION
PLANNING AGENCY

MEMORANDUM

TO: Boardmembers and Other Interested Parties

DATE: August 6, 2014

FROM: Celia McAdam, Executive Director

SUBJECT: AGENCY ACTIVITIES AND ACTIONS UPDATE

July 23, 2014 Board Meeting

- One of our briefest meetings ever! The focus of the meeting was on the Agency's role as the Airport Land Use Commission. Under that authority, the Board held a public hearing on the consistency of the proposed Sheridan Community Plan Update with the Airport Land Use Compatibility Plan for the Lincoln Airport. The consistency was approved unanimously.
- The Board also approved Local Transportation Fund (LTF) claims for the City of Rocklin, Placer County, and PCTPA.

Notable Activities

- We had a very good turnout at the **SR 65 Widening Workshop** held on July 24 at the Lincoln Civic Center Community Room, with approximately 40 citizens attending to learn about the alternatives being considered and provide input. The project, which will widen SR 65 from Galleria Blvd/Stanford Ranch Road to Lincoln Blvd, is in the environmental phase. Staff and the consultant team will spend the next year analyzing the alternatives, with the results to be presented at a Board meeting and with a set of public workshops in Fall 2015.
- Two workshops were held in mid-July to kick off the environmental clearances for the **Sacramento – Roseville Third Track Project**, one at Sacramento City Hall on July 16 and the other at Roseville City Council Chambers on July 17. The project will add a third track to the Union Pacific lines between Sacramento and Roseville that would bring 10 round trips a day (20 trains) of the Capitol Corridor rail service to Placer County. The effort is led by the Capitol Corridor Joint Powers Authority in conjunction with PCTPA and the Cities of Sacramento and Roseville. Check out the website: www.sactoroseville3rdtrack.com
- Chair Jim Holmes was a featured speaker at the **Raise 80** event held by Caltrans on August 6 to kick off the raising of nine interchanges on I-80 in Placer County over the next two years. This project, which is led by Caltrans District 3, will improve the clearances so that larger trucks can fit under these overcrossings and stay on I-80, instead of diverting onto local roads. The overcrossings targeted are Brace Road, Horseshoe Bar Road, King Road, Penryn Road, Gillardi Road, UP railroad at Newcastle, Newcastle Road, Weimar Cross Road, and Magra Road. Details are available at www.raise80.com
- Refinancing of PCTPA's office building was completed in mid-July. The interest rate on the two new sets of bonds is 3-4% below the previous, resulting in a **net savings of over \$400,000** over the life of the financing. Best yet, the pay-off date for the new bonds remains the same as the old ones, which is eight years for one set and fourteen years for the other.

AGENCY ACTIVITIES AND ACTIONS UPDATE

August 2014

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Issues We're Watching

- There is a disturbing movement for the State to exert more control over transportation funds that have traditionally been handled on a regional basis. While the motivation isn't entirely clear, it appears that some of the push is coming from environmental, health, air quality, and bicycling/walking advocacy groups seeking additional funds for their priorities by either changing the criteria for project selection or putting the funds into statewide competition. The disturbing aspect here is that regional agencies, like PCTPA, are given the responsibility to develop and implement Regional Transportation Plans and SB 375's Sustainable Communities Strategies, while the State may be considering removing what little money there may be available to implement these plans. I am working with other regional agencies in providing a strong push back to these explorations.
- As you may have seen in the news, the Federal Highway Trust Fund, which provides a portion of the funds for transportation needs like road maintenance, was set to run out of money at the end of July. Action by Congress has shored up the funds through May 2015, but the structural deficit within the Trust Fund has yet to be dealt with. Without a long term strategy, we may be seeing cutbacks in the already woeful levels of Federal transportation funds.

On tap for our August Board meeting:

- Presentation by consultants Jeff Flint of FSB Core Strategies and Shakari Byerly of Fairbank Maslin on the results of focus groups and polling about transportation projects and potential funding sources;
- An update to the Placer County Airport Land Use Commission Rules of Procedure;
- Guidelines for a new round of Congestion Mitigation and Air Quality (CMAQ) funds.