

Placer County Economic Development Board Meeting Minutes for January 21, 2021

Board members present & comprising a Quorum of the Board:

Shanti Landon on behalf of Robert Weygandt, Cindy Gustafson, Scott Alvord, Bill Halldin, Paul Joiner on behalf of William Lauritsen, Rachel Radell-Harris, Dr. John Jackson, Dave Attaway, Charles Heisleman, Veronica Blake, William Duncan, Lisa Gustafson on behalf of Michelle Silva, Stewart Wells.

Board members absent:

Frank Wegener late arrival. Absent: Marnie Mendoza, Kimberly Bleichner-Jones.

Staff Present:

Sherri Conway, Paul Griffith, Nicole Hinkle, Michelle Grellus, Juli Johnston

I. Call to Order

- a. 11:30 a.m., Robert Weygandt, Chair

II. Roll Call, Michelle Grellus (see above roll)

III. Public Comment

- a. Guest introduction: In attendance is Jane Christensen, Placer County Assistant CEO, Brian Alexander, CEO Sutter Roseville Medical Center, Erin Casey alternate for Supervisor Gustafson, Wendy Williams Director of Communication Placer County, Don Eckert, alternate for Chuck Heisleman, Nalesh Chandra, Auburn Chamber of Commerce, Troy Holt, City of Roseville, Bill Chaplin Roseville Electric Utilities, Ryan DeMartini, Colfax Chamber Commerce, Alice Dowdin, City of Auburn, Jill Gayaldo, Mayor City of Rocklin. In addition, Al Lombardo who has applied for the at-large board member seat.

IV. Consent Items (motion passed to approve the following items):

- a. Action: Approve January Agenda the September 17, 2020 Minutes ~ Approved
- b. Robert Weygandt was not in attendance last meeting. Make adjustment to July 2020 minutes.

V. Board Housekeeping Items – Scott Alvord

- A. Action: Approve the meeting calendar dates for 2021:
 - a. April 15, June 17, September 16 – Moved for approval. Approved
 - b. One meeting will be in Lake Tahoe as per the By-Laws, generally September.
- B. Action: Nominate and appoint officers for 2021
 - a. Nomination for Scott Alvord to continue on as Chair for 2021 and nominate a vice chair.
 - b. Those interested in nomination for Scott Alvord to chair in 2021 – Nomination and second for Scott for Chair. Approved. Vice Chair – Rachel Radell-Harris, Bill Halldin, and Jeff Richardson interested. Bill Halldin in favor of Rachel Radell-Harris. Jeff Richardson second for Rachel Radell-Harris. Approved as Vice Chair.
- C. Consideration of Board Member Applications:
 - a. Brian Clausman, at Large – Applicant background in strategic marketing
 - b. Brian Alexander, Medical – Not able to vote today, pending application.
 - Motion to accept. Motion approved.
 - c. Albert Lombardo, Alternate at Large. Background in accounting and financing.
 - Motion to accept. Motion approved by Paul joiner and Cindy Gustafson.

D. Form 700 Reminder – Forms must be completed within 90 days. Information has been sent out in Board Packets. For questions, contact Michelle Grellus.

VI. Update on the Business Retention/Expansion Project

A. Paul Griffith, Business Development Manager

- i. Anyone who would like additional detail can schedule a one on one.
- ii. Thank you to Dave, Dr. Jackson and Kimberly Bleichner-Jones.
- iii. Countywide program that has never been done before. Will include a collaborative with everyone in the county building on the complete ecosystem. We were ready to launch in April of 2020 which was postponed due to the pandemic. Continued to have meetings with the advisory team. Pivoted late last year and beefed up the data regarding the employment profiles. Beacon was able to run GDP as well. Added a lot of companies to the list of data. Made edits to the program outline which is a one-page format outlining the program and what it takes to institute it. (See ppt and handouts) Evaluate, engage, survey, analyze, report, and adopt.
- iv. Dave Attaway – A lot of information is included, and the timing is sensitive. Paul did a great job.

VII. Placer Shares Update Year-in-Review

B. Sherri Conway, Economic Development Director

- i. Directive of Placer County BOS of the federal grant money. (see ppt. recap slide)
- ii. Jane Christenson. – Board dedicated over 40% of grant money, by far the largest of any county in California. Very distinct sub-economies and rather than individual grants, wanted to make investments that went further by working with the Chamber collaboratives serving multiple businesses. Funding decision out from SBC in the coming days.
- iii. Sherri Conway – Thank you to all of the cities and chambers and your willingness to work together in this wonderful collaboration.
- iv. Jane Christenson – Thank you to the 3rd party administrators in assisting getting this money out to the community so quickly. We will see what 2021 brings with a new administration.
- v. Scott Alvord question: How is the money divided?
 - Answer Jane Christenson: All grants have been individual until this last round that is spread across the county, so no area is left behind. \$14 million has been spread out across the county by size. Focus not just on population, but businesses impacted by the state's closures. Significant impact to the tourism. Population is a factor but not the only driver. Veronica Blake – Support to non-profit in the second round was important to focus on areas that were hardest hit such as rental associations, food banks, and mental health ranging to 350k to Placer Food Bank. Sign in rental assistance programs.
- vi. David Attaway – Thank you to all the elected officials and staff as it's a tough challenge. We appreciate the leadership during this trying time. Especially the Economic Development Department.
- vii. Supervisor Gustafson – Tough time, trying to get the funding to those who have been most impacted. What a great job you have all done to get the

word out to the chambers and businesses. I appreciate all the work that you and the non-profits have done.

VIII. Board Member Reports

- A. Stewart Wells – Working diligently on unemployment, loans, etc. Loans that may be hard to pay back moving forward. Reply from banks is they don't want to do the second round of PPP loans. Economic outlook is scary looking forward. Nyack Donner Burger King went out of business. Keeping those things in mind. Snowfall has helped a lot of businesses with tourism. Thankful for those coming up. Nervous about the business climate in 2021.
- B. Supervisor Gustafson – 1st meeting with Supervisor Suzanne Jones and looking forward to bringing her up to speed. Redistricting no surprise. Believes growth in New Castle will continue in 2021. Challenge in a very diverse area. NLT Resort is unique and not just based on lodging. Recreation is the number 1 in economic expenditures.

IX. Adjourn

- X. Meeting** Adjourned approximately 1:05 p.m.

Next Meeting: TBD
Location to be Determined