

**Placer County Economic Development Board
Meeting Minutes for January 27, 2022**

Board members present & comprising a Quorum of the Board:

Robert Weygandt, Suzanne Jones, Scott Alvord, Bill Halldin, William Lauritsen, Jenny Knisley, Alice Dowdin-Calvillo on behalf of Rachel Radell-Harris, Justin Black, Dr. John Jackson, Vince Kramer, Charles Heisleman, Veronica Blake, Lisa Gustafson on behalf of Michelle Silva, Jeff Richardson, Stewart Wells, Brian Clausman

Board members absent:

Marnie Mendoza, Dave Attaway, Brian Alexander, Veronica Blake, William Duncan,

Staff Present:

Paul Griffith, Nicole Hinkle, Michelle Grellus

I. Call to Order, Scott Alvord

A. Board of Supervisors confirmed the appointment William “Justin” Black, III to Seat #9 representing Agriculture and Kenneth Kramer to Seat #11 representing Manufacturing; and the reappointment of Dr. John Jackson to Seat #10 representing Education, Dave Attaway to Seat #12 representing Tourism, Charles Heisleman to Seat #13 representing Utilities, Brian Alexander Seat #14 representing Healthcare Industry, Veronica Blake Seat #15 representing Non-Profit, William H. Duncan, IV Seat #16 representing Education (Public), Michelle Silva Seat #17 representing Communications, Jeff Richardson Seat #18 representing Retail, and Stewart Wells Seat #19 representing At-Large, of the Economic Development Board as recommended by the Economic Development Board

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

III. Public Comment

A. None

IV. Consent Items

- A. **Action:** Approve the November 18, 2021, Minutes
- Minutes approved
- B. **Action:** Approve the January 27, 2022, Agenda
- Agenda approved

V. Placer County Board of Supervisors Update - Supervisor Cindy Gustafson

- A. On January 25, 2022, the Board of Supervisors took action to change the appointments to the Economic Development Board. Supervisor Jones will be the new representative in 2022. Thank you for welcoming me and participating with me in this role. I am looking forward to a tour in Tahoe for one of the meetings in 2022.
- B. County Updates:

- Placer County is the fastest growing county in the State of California. Percentage change in population is the fastest in the state at 20.3%. Population is just under 405,000 residents.
- Building permits have increased 142% between July 2020 and June 2021.
- Median housing prices rose 29% and doubled in Eastern Placer County over the summit. Very focused on housing and workforce housing. On Tuesday the Board unanimously voted to cap short term rentals.
- Challenging for the community to keep up due to the loss of workforce housing and the doubling of real estate prices.

VI. Board Housekeeping Items – Scott Alvord

- A. Form 700 Reminder will need to be completed for 2022.
- If you have an alternate, they will also need to file a Form 700.
 - If you do not have an alternate, please consider nominating one.

VII. Placer County Office of Economic Development Update – Paul Griffith

- A. Business Retention & Expansion Program - Continuing to set meetings. Due to pandemic, logistics have presented some challenges but expect these to pick up soon.
- B. CalOSBA Microbusiness Covid-19 Relief Program - New Grant sponsored by the CalOSBA in which funding is targeted towards microbusinesses. Approximately 165 grants will be available in the amount of \$2,500 each. Working with the city and town chambers for communication and promotion. Website will be up shortly for eligibility. Applications will begin mid-February. Working with the Sierra Business Council to help facilitate the application and funding process.

VIII. Placer Mountain Adventures Concept Discussion - Brian Clausman

- A. Proposal is to put together an exploratory team representing various cities or chambers in the county to focus on a concierge concept that would promote to groups of 10 or more coming into the county. Currently there is no one place that can assist a group through the process. Would allow for a consultative approach and help with lodging, food, outdoor organized recreation, etc. This is a common practice in other counties such as San Francisco running through their Welcome Center.
- B. Comment from Scott Alvord – Some questions that come up would be that this seems to fall under Visit Placer. There would need to be a fair process if there are multiple companies in the county offering the same services. Need to package in order not to show bias. Would be an advantage to the county.

IX. Board Member Reports

- A. Robert Weygant Representing District 2
- Hillsdale College has taken ownership of the Regional University Site. Will be a phased project and they are well positioned to be successful in Placer County.
 - In the Sunset Area, waiting on a formal application for a massive investment that could signal the next business park of attention in the Sacramento region.
- B. Suzanne Jones Representing District 4
- Newest Supervisor to Placer County and just had one year anniversary in January representing District 4 which was previously Granite Bay and East Roseville. The district has grown with the redistricting and now includes all

the unincorporated areas in Loomis, Penryn, and Newcastle. Excited to be on the committee.

C. Scott Alvord Representing the City of Roseville

- At the City of Roseville, the old fire station will be demolished. City is finalizing the process to sell to the master developer for mixed use housing development.
- Old Courthouse, in negotiations with an affordable housing developer to construct an age restricted apartment complex.
- Old Post Office downtown has relocated, and the site has been sold. Exploring the development of a hotel condo project.
- Old Consolidated building was sold to Tower Investments. They plan to do a mixed-use project with studio apartments and some retail.
- New unique restaurant, Goldfields that expanded from Sacramento with food, full bar, dancing, and entertainment.
- At the 400 block of downtown Vernon, Tracks Tap Room and Kitchen will be going in filling a long vacant property.
- Big residential development process throughout the city. Year to date 898 permits issued. Normal is 900 in a full year.
- Industrial vacancies are at an all-time low.
- On the West side of town, Campus Oaks has more projects. Blue Oaks Plaza has added several shops.
- Working to try and build a long field sports complex. There is now a nice area of land where these fields can be built which will be the 81st park in the city. Construction is expected to start next year.

D. Bill Halldin Representing the City of Rocklin

- Excited that Hillsdale College is coming. They are ranked 46th in the nation in Liberal Arts strength by US News and have a reasonable tuition rate of \$30,000 per year. This is great for the Rocklin Community.
- Trader Joe's continues to do well and is attracting a lot of attention.
- Tractor Supply has broken ground for the first store in our area near Sunset and Lone Tree.
- Strikes is adding outdoor volleyball.
- A lot of apartment complexes proposed near the Atherton Business Park in Whitney Ranch.

E. William Lauritsen Representing the City of Lincoln

- Biggest item is the new City Manager will be starting on January 3, 2022.
- Many other open positions such as the Assistant City Manager, Director of Finance, Public Works, and Community Development.
- Making progress with the county on the wastewater treatment plant, financing, and rate studies.
- Continue to have a rapid on new home completions adding between 80-100 each month.
- This year's Capital Improvement access project are well underway.
- Hope to move forward soon on the ARPA funds which is a program that will provide funding for non-profits helping with COVID relief.
- Police and Fire Department continuing to provide distinguishing service despite low funding levels.

- Council to authorize an option analysis to explore potential benefits at the airport next year.
- Staff is moving forward with IT program implementations including an updated, interactive website, cyber security updates, implementation of ERP system for record keeping allowing for more efficient service.
- Presentation of a good audit will occur this evening.
- Chamber of Commerce and Downtown Lincoln Association are working together to bring tourism to Lincoln.

F. Jenny Knisley Representing the Town of Loomis

- Loomis Garage is moving forward which used to be Mel's Chevrolet on Taylor. Getting second bike shop, a coffee shop, and architect going in there.
- Previous offer on the property next to High Hand fell through.
- Strategic planning meeting to discuss property that used to be Star Liquor.
- Regarding Costco, there was a ruling and currently waiting for Counsel for updates.
- First State of the Town will be on March 9, 2022.

G. Alice Dowdin-Calvillo for Rachel Radell-Harris Representing the City of Auburn

- Staff busy working on grants to beautify and enhance the downtown corridor.
- Identified additional grants through Caltrans to help with additional improvements down Lincoln Way.
- Dedicated staff person working on business attraction, economic development, and working on the airport.
- Old Salvation Army building is now Old Town Pizza.
- Promoting Auburn as the Endurance Capital of the World and bringing in many different events.

H. Justin Black Representing Agriculture

- There are a couple of significant winery/brewery projects coming in over the next year or two. Winery will be in Penryn and will be approximately 52 acres which is a scale we have not see to date in the county.
- Fowler Ranch Brewery will be at the end of Seirra College and the 193 intersection. Recently put up a building that has been hosting a popular farmers market. Will be a hub for agriculture products from all over the area.
- Working on reinventing Placer Grown, what it will do and how it will serve the farmers and ranchers.

I. Dr. John Jackson Representing Education

- Higher Education in Placer County is thriving. Sierra College has done a great job in responding to vocational and technical needs. We continue to see huge areas of activity in healthcare and biotech.
- Seeing a 7% decline nationwide in traditional enrollment.
- Jessup has not seen that level of decline but has seen a shift from traditional models to more online and hybrid learning.
- Would like to commend Supervisor Weygandt and his efforts to bring Hillsdale to the community.
- Will continue to see tighter integration with higher education and the marketplace of vocational training needs which will result in helping to close the gap in the years to come.
- Offering a number of certificate to credential degree programs.

J. Chuck Heisleman Representing Utilities

- January 1, 2021, will be up and serving El Dorado and Placerville. Working on getting the communication out and ready for launch.
- Lack of hydro, inflation, demand, and less supply will mean more pressure on power supply and higher costs. PG&E forecast increases will be significant.

K. Don Eckert Representing Utilities

- PG&E just raised transmission distribution rates 12%. Pioneer does not compete with that rate but competes on the generation side and increases will be seen in March. Board discussion in December agreed to set rates approximately 18% below PG&E.
- Starting January 2022 started serving El Dorado and Placerville.

L. Veronica Blake Representing Non-Profit

- Continuing to work on the pandemic response and provided \$20,000 in gift cards to the communities of Colfax and Forest Hill. Paid for hotel rooms for those that could not get out due to the severe winter storm.
- Working to get the word out on the Child Tax Credit. Enrolled 116 families with an economic impact of \$360,000.
- Working with different jurisdictions and housing needs.

M. Jeff Richardson Representing Retail

- Retail performance is the strongest it has been and ended the 2021-year ranking number one in the United States Westfield portfolio both in sales and traffic.
- Annual sales significantly exceeded 2019 with the drivers being in luxury, jewelry, sports and leisure, and home goods. Most challenging retail sectors were beauty and restaurants which are now making a comeback.
- The Galleria had its highest historical annual gross income sales performance since it opened and exceeded the \$900 per square foot barrier. Once you hit the \$1000 per square good you are able to attract more high-end and iconic retailers. Expecting to see that in 2022.
- Added a movie theater in October and received 117,000 visitors in December outperforming the Blue Oaks Theater.
- Future development is a bowling and entertainment venue with a target opening of June 2022.

N. Brian Clausman At Large

- Company called Getaway Group, creates 80 to 100 tiny homes approximately two hours outside of major metropolitan areas. Working on proposal for project which will be 300 acres in Foresthill. Would integrate some of the marketing dollars with Visit Placer and others.

O. Vince Kramer Representing Manufacturing

- Working for Penumbra a medical device company opened 2 years ago and have just shy of 600 employees. Expecting to double in 2022. Will be looking for a lot of product builders and engineers in the course of the next year.

P. Lisa Gustafson on behalf of Michelle Silva Representing Communications

- At Consolidated Communications we are in our second years of five-year nationwide fiber expansion plan. A lot of focus on fiber overlay and expanding out fiber to commercial customers. Final numbers will be coming out on the Consolidated Foundation which employee driven giving back to the

community. The company matches for every employee donation for a total of approximately \$250,000 that has been given back to the community.

Q. Stewart Wells Representing At Large

- The third week of December was extremely good for snowfall leading to a great New Years Day.
- Overall showing traffic flow is down slightly compared to 2020. Revenues remain the same and profits are starting to be squeezed by a few primary factors which are worker retention, systemic housing issue, and goods pricing.

R. Don Eckert Representing Utilities

- Would like to broaden the Board Utility Seat to be more inclusive of the other utilities such as Liberty and SMUD as well as PCWA on the water side.
- Pioneer is looking into expansion into Nevada, Yuba, and possibly the City of Stockton.
- Nevada Irrigation provides some service to Placer residents.
- Seeing inflation in the utility business as well and an upward pressure on gas prices and electric generation.

X. Adjourn 1:09