

**Placer County Economic Development Board
Meeting Minutes for April 21, 2022**

Board members present & comprising a Quorum of the Board:

Robert Weygandt, Suzanne Jones, Scott Alvord, Bill Halldin, William Lauritsen, Jenny Knisley, Rachel Radell-Harris, Justin Black, Christy Jewel on behalf of Dr. John Jackson, Kim Summers on behalf of David Attaway, Charles Heisleman, Veronica Blake, William Duncan, Michelle Silva, Jeff Richardson, Stewart Wells, Brian Clausman

Board members absent:

Marnie Mendoza, Dr. John Jackson, Brian Alexander

Staff Present:

Paul Griffith, Nicole Hinkle, Michelle Grellus

- I. **Call to Order, Scott Alvord**
- II. **Roll Call, Michelle Grellus (see above roll)**
- III. **Public Comment**
 - A. None
- IV. **Consent Items**
 - A. **Action:** Approve the January 27, 2022, Meeting Minutes
 - Chuck Heisleman requesting to add items from section R to section J and delete reference to Don Eckert & SMUD. Reflect Don Ecker at alternate in item K.
 - Approved
 - B. **Action:** Approve the April 21, 2022, Agenda
 - Agenda approved
- V. **Placer County Regions Business Retention and Expansion Update** – Paul Griffith
 - A. BRE One-On-One Updates – Workforce Issue
 - Continuing to make good progress in setting up meeting for all Board Members.
 - Common theme is workforce challenges.
 - Feedback from Brian Clausman regarding one of his visits. Used as a focus group to discover challenges. Received information from Old Town Pizza that worked with multiple divisions when opening new locations and retention. Biggest take away was receiving action items that can be addressed immediately by providing direction.
 - Feedback from Willy Duncan regarding visit. Meeting with Harris and Bruno was able to tour the manufacturing facility in which they are hiring Sierra College graduates upon completion of their training. Helping to streamline processes for existing businesses is a key benefit.
- VI. **Regions Workforce Effort Presentations**

- A. Center of Excellence – Aaron Wilcher (presentation included, see attached)
- B. Sierra College - Willy Duncan (presentation included, see attached)
- C. Roseville Chamber – Rana Ghadban (presentation included, see attached)

VII. Board Member Reports

A. Robert Weygant Representing District 2

- Focus is on Dewitt Health and Human Services facility which is 100,000 square feet and progressing after 20 years. Will be completing a major affordable housing project.

B. Suzanne Jones Representing District 4

- Announcing the newest business in Granite Bay is the Verizon store in the Ace Hardware shopping center.
- More projects coming soon.

C. Scott Alvord Representing the City of Roseville

- Working on a Roseville venture lab. Partnering with Haney Biz to do an accelerator incubator helping to build startup businesses take root and grow.
- Council committed \$7.5 million towards affordable housing.
- Working on a citywide Economic Development Strategic Plan.
- Penumbra is expanding and will have 5000 jobs.
- Old fire station will be mixed use with retail on the bottom and the courthouse will be an affordable housing project.

D. Bill Halldin Representing the City of Rocklin

- Regarding retention, recently celebrated SMA America which has been in Rocklin for 14 years and is a multimillion-dollar organization. Made a commitment to stay in Rocklin. Will be a big impact with about 100 employees.

E. William Lauritsen Representing the City of Lincoln

- New City Manager now onboard and is filling a lot of the senior positions. Hiring nine new firemen and chief of police.
- Businesses still focusing on employee recruitment.
- Will be on economic development for Cap to Cap.

F. Jenny Knisley Representing the Town of Loomis

- Leadership Loomis through the Chamber is hosting a job fair on May 4th to help local businesses. Will have 25 vendors.
- Will be on the economic team at the Cap to Cap.

G. Rachel Raddell-Harris Representing the City of Auburn

- Update from Auburn ECD Manager, Jonathan Wright – Working on Cal Business Grant. Working on finalizing Economic Strategic Plan which will be used for administrative tasks and projects. Awarded contract to Beacon Economics to gather data on target industries and workforce. Significant growth at airport.

H. Justin Black Representing Agriculture

- Had an unusually late frost this week at a vulnerable stage of growth which has had a widespread impact in the grape growing industry in Northern California. Some local grape growers have lost 80% to 100% and others have not been affected at all.

I. Christy Jewel on behalf of Dr. John Jackson Representing Education

- As mentioned previously, seeing a tremendous drop in higher education enrollment with 75% of the drop attributed to young men. These things matter when looking at the transfer of wealth that is happening from the baby boomers to the younger generation. There is half a generation who is not engaged in school, work, and a lot of other things.
- Jessup enrollment dropped in 2021 due to the inability to have on campus international students.
- Trying to touch into middle skill area offering stackable certificates such as project management, paralegal, and healthcare administration which can be completed in as little as two years.
- Launching a BSN (nursing) program. \$2 million SIM lab project wrapping up. Hopefully launching in spring of 2023.
- Reminder about providing internships for upper division college students which helps with workforce development.

J. Willy Duncan Representing Public Education

- Sierra College Taste of Excellence Fundraiser at High Steaks on April 24th. Event has been sold out. Still can participate in the online auction supporting students.

K. Chuck Heisleman Representing Utilities

- Pioneer Community Energy is approximately 10% below PG&E. On the waterfront side, CWA indicates snowpack is 35% of average and the reservoirs are at approximately 90%. Fully intend to meet customer needs this year.
- Middle Fork Project, planning rafting six days a week from Memorial Day through Labor Day anticipating quite a bit of commercial traffic.
- Ramping up final engineering for water treatment plant proposal serving the new growth in the western portion of the county. Working with municipalities relative to growth rates and growth patterns.
- May 9th, PCWA Board will be looking at the five-year rate plan. Anticipated there will be some cost increase related to replacing aging infrastructure and inflation affecting labor and material.

L. Michelle Silve Representing Communications

- Continuing to focus on the buildout and upgrade withing out network to bring multi-gig capable fiber to over 1.6 million homes and businesses by the end of 2025.
- Launching new Fidium fiber service to more than 100,000 homes in Sacramento and Placer County.

M. Jeff Richardson Representing Retail

- Galleria had one of the best years in the history of its opening exceeding over \$900 per square foot and half a billion dollars in sales. Attrition from Arden Fair Mall has resulted in over 3 million customers now shopping at the Galleria. Because of luxury companies, expecting customers to come as far as Oregon.

N. Brian Clausman At Large

- Two quick items. Question regarding Aaron Wilcher's presentation referencing mass migration that we supposedly had between 2019 and today from people in the cities to the foothills and up. Would be very interesting to

look at or forecast. What changes would we see in two years from the current data.

- Second, would like to you to keep an eye on a lawsuit with Placer County and the Foresthill Public Utilities District. Went to Appeals Court and has nothing to do with the original lawsuit. It has become an administrative remedy for the entire state and all the utilities in California. When it comes to retention and expansion, these independent water boards can control what gets built and what doesn't by objectively creating policy.

O. Kim Summers Representing Tourism

- Appointed as the interim CEO after David Attaway's passing for both Placer Valley Tourism and @theGrounds. Happy to report busier than ever with only 5 openings at the Robbelen Center left for the entire year. Averaging two to three events every weekend. Getting more mid-week events as business are returning to in person.

P. Stewart Wells Representing At Large

- Would like to congratulate Brian Alexander as one of Sacramento Business Journal's most admired CEO's.
- Price of gas is still going up and that equates to what is the cost of goods sold to the actual costs. After all the costs are added, costing \$5.77 a gallon.

VIII. Adjourn 1:09