



MEMORANDUM
COUNTY EXECUTIVE OFFICE
ECONOMIC DEVELOPMENT
County of Placer

TO: Honorable Board of Supervisors DATE: June 9, 2020

FROM: Todd Leopold, County Executive Officer
By: Sherri Conway, Director of Economic Development

SUBJECT: Appointments to the Placer County Economic Development Board

ACTION REQUESTED

Confirm seven re-appointments for the Placer County Economic Development Board: Dr. John Jackson (education-private), Dave Attaway (tourism), Charles Heisleman (utilities), Kimberley Bleichner-Jones (healthcare), Veronica Blake (non-profit), William H. Duncan IV (education-public), Frank Wegener (manufacturing). Confirm three new appointments for the Placer County Economic Development Board: Michelle Silva (communications), Jeff Richardson (retail) and Stewart Wells (at-large).

BACKGROUND

The purpose of the Placer County Economic Development Board (PCEDB) is to serve as a steering committee for oversight and implementation of the County's Economic Development work program; guide selection of target industry sectors, and recommend additional goals, priorities and policies to the County Board of Supervisors.

The PCEDB consists of 20 members serving two-year staggered terms. The members must be a resident or property owner, or work or operate a business within Placer County. The PCEDB meets the third Thursday of the months of January, April, June, and September at 11:30pm at various locations throughout the County. Copies of member applications are on file at the Clerk of the Board's Office.

FISCAL IMPACT

None.

ATTACHMENTS

Economic Development Board Members List

ECONOMIC DEVELOPMENT BOARD

**CONFIDENTIAL INFORMATION
FOR PLACER COUNTY STAFF USE ONLY**

PURPOSE: The Economic Development Board shall serve as the Steering Committee for oversight and implementation of a countywide economic development roadmap completed in 2009. The completed Economic Development Roadmap will guide selection of target industry sectors, Technical Advisory Resource PCEDB Representatives, and recommend additional goals, priorities and policies to the PCEDB. Peer-to-peer focus on economic development issues, business retention and expansion, local economic activity, new initiatives, communication and collaboration. Tap into considerable expertise of PCEDB members, Economic Development Professionals Committee, and Technical Advisory Resource Representatives, obtaining feedback and input for policy formation. Emphasis on building cooperative relationships among city and county Economic Development Professionals. Economic Development Professionals Committee (ED Professionals) meets quarterly to discuss branding county assets and joint marketing, lead-sharing, best practices, programs and resources. The ED Professionals consist of the County Economic Development Director and Economic Development Directors or Managers from Roseville, Rocklin, Lincoln, Loomis, Auburn, Colfax and North Lake Tahoe. The ED Professionals Committee brings policy recommendations to PCEDB and works with Technical Advisory Resource representatives on an as-needed basis. Promote a spirit of friendly competition, including development of inter-jurisdictional business attraction, expansion and retention teams among cities, county and North Lake Tahoe.

CONFLICT OF INTEREST: Yes

COMPOSITION: The Economic Development Board shall include members representing the following seats: Two representatives of the Board of Supervisors, one from District 5 who is permanent. The second Supervisorial seat will rotate based on approval by the Board of Supervisors. Six representatives, one from each of the six incorporated cities and/or towns. Ten representatives from the Ad Hoc Technical Advisory Resource providers include agriculture, communications, education (private), education (public), manufacturing, tourism, utilities, healthcare, non-profit, retail, and two at-large representatives to serve two-year terms appointed by Executive Committee with future selection guided by County Economic Development Roadmap and confirmed by the Placer County Board of Supervisors.

MEETINGS: Third Wednesday of January, April, June and September at 11:30 a.m., in various locations throughout the county.

COMPENSATION: None

COUNTY CONTACT PERSON

Economic Development
(530) 889-4016
145 Fulweiler Ave
Auburn, CA 95603

CURRENT MEMBERS

<p>SEAT #1 <u>Robert Weygandt</u> 175 Fulweiler Ave Auburn CA 95603 H: (530) 889-4020 FAX: (530) 889-4009 REPRESENTS: Dist. 2 STATUS: Active TERM LENGTH: 1-year APPOINTED BY: BOS EXPIRES: 12/31/2018 ALTERNATE: Shanti Landon Email: SLandon@placer.ca.gov</p>	<p>SEAT # 2 <u>Cindy Gustafson</u> 175 Fulweiler Auburn CA 95603- W: (530) 889-4020 FAX: (530) 889-4009 REPRESENTS: Dist. 5 STATUS: Active TERM LENGTH: 4-years APPOINTED BY: BOS EXPIRES: 12/31/2019 ALTERNATE: None Admins: Kelly McCaughna KMcCaughna@placer.ca.gov & Lindsay Womack LRomack@placer.ca.gov</p>	<p>SEAT # 3 <u>Scott Alvord - Chairman</u> 311 Vernon Street Roseville CA 95678-2649 C: (916) 799-0240 e-Mail: salvord@roseville.ca.us REPRESENTS: City of Roseville STATUS: Active TERM LENGTH: City Pleasure APPOINTED BY: City of Roseville ALTERNATE: Vice Mayor Bernasconi kbernasconi@rosesville.ca.us Admin: Laura Mattioli lmatteoli@roseville.ca.us</p>
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ECONOMIC DEVELOPMENT BOARD

CONFIDENTIAL INFORMATION
FOR PLACER COUNTY STAFF USE ONLY
CURRENT MEMBERS (continued)

Last Update: 3/4/2020 mg

Economic Development Board Confidential Roster

<p>SEAT # 4 <u>Bill Halldin</u> 3970 Rocklin Rd. Rocklin CA 95677 W: (916) 625-5560 e-Mail: Bill.Halldin@rocklin.ca.us REPRESENTS: City of Rocklin STATUS: Active TERM LENGTH: City Pleasure APPOINTED BY: City of Rocklin ALTERNATE: Jill Gayaldo Email: jill.gayaldo@rocklin.ca.us Admin: Hope Ithuburn Hope.Ithuburn@cityofrocklin.ca.us 916-625-5564</p>	<p>SEAT # 5 <u>Peter Gilbert – Vice Chairman</u> 600 6th St. Lincoln CA 95648 W: (916) 434-8490 C: (650) 759-5584 e-Mail: Peter.Gilbert@lincolnca.gov City of Lincoln STATUS: Active TERM LENGTH: City Pleasure APPOINTED BY: City of Lincoln ALTERNATE: Paul Joiner Email: paul.joiner@lincoln.ca.gov Calendar: Gwen Scanlon, City Clerk gwen.scanlon@lincolnca.gov Dia Gix DGix@lincolnca.gov Jennifer Hines jennifer.hines@lincolnca.gov</p>	<p>SEAT # 6 <u>Jan Clark-Crets</u> P.O. Box 1330 Loomis CA 95650 W: (916) 652-0956 e-Mail: jclark-crets@loomis.ca.gov REPRESENTS: Town of Loomis STATUS: Active TERM LENGTH: Town Pleasure APPOINTED BY: Town of Loomis ALTERNATE: Tim Onderko e-Mail: tonderko@loomis.ca.gov Calendar: Cricket Strook, City Clerk Cstrook@loomis.ca.gov</p>
<p>SEAT # 7 <u>Matt Spokely</u> 1225 Lincoln Way Auburn CA 95603- W: (530) 823-4211 e-Mail: mspokely@auburn.ca.gov REPRESENTS: City of Auburn STATUS: Active TERM LENGTH: City Pleasure APPOINTED BY: City of Auburn ALTERNATE: Cheryl Maki e-Mail: cmaki@auburn.ca.gov</p>	<p>SEAT # 8 <u>Kim Douglass</u> P.O. Box 1587 Colfax CA 95713 W: (530) 305-6317 e-Mail: kim.douglass@colfax-ca.gov REPRESENTS: City of Colfax STATUS: Active TERM LENGTH: City Pleasure APPOINTED BY: City of Colfax ALTERNATE: Marnie Mendoza e-Mail: Marnie.mendoza@colfax-ca.gov</p>	<p>SEAT # 9 Vacant W: C: e-Mail: REPRESENTS: Agriculture STATUS: Active TERM LENGTH: APPOINTED BY: ALTERNATE:</p>
<p>SEAT # 10 <u>Dr. John Jackson</u> 3848 Baltic Circle Rocklin, CA 95677 W: (916) 577-2210 C: (916) 872-5435 FAX: (916) 577-2213 e-Mail: jjackson@jessup.edu REPRESENTS: Education STATUS: Active TERM LENGTH: 2-years APPOINTED BY: BOS EXPIRES: 12/31/2019 ALTERNATE: Christy Jewel Email: cjewell@jessup.edu</p>	<p>SEAT # 11 <u>Frank Wegener</u> 2530 Warren Drive Rocklin, CA 95677 W: (916) 677-1000 e-Mail: frankw@lhairco.com REPRESENTS: Manufacturing STATUS: Active TERM LENGTH: 2-years APPOINTED BY: BOS EXPIRES: 12/31/2019 ALTERNATE: None</p>	<p>SEAT # 12 <u>Dave Attaway</u> e-Mail: dattaway@placertourism.com REPRESENTS: Tourism STATUS: Active TERM LENGTH: 2-years APPOINTED BY: BOS EXPIRES: 12/31/2019 ALTERNATE: Kim Summers Email: ksummers@placertourism.com</p>
<p>SEAT # 13 SEAT # 15 <u>Charles Heisleman</u> 343 Sacramento Street Auburn CA 95603- W: (530) 889-5007 e-Mail: cbh2@pge.com/ chuckhusker@gmail.com REPRESENTS: Utilities STATUS: Active TERM LENGTH: 2-years APPOINTED BY: BOS EXPIRES: 12/31/2019 ALTERNATE: Steve Nichols Email: sn254@icloud.com</p>	<p>SEAT # 14 <u>Kimberley Bleichner-Jones</u> Email: kmbjones@ucdavis.edu 916-734-3095 REPRESENTS: Healthcare Industry STATUS: Active TERM LENGTH: 2 year APPOINTED BY: BOS EXPIRES: 12/31/2019 ALTERNATE: None Admin: Susan Hyland e-Mail: smhyland@ucdavis.edu</p>	<p>SEAT # 15 <u>Veronica Blake</u> P.O. Box 546 Meadow Vista CA 95722 H: (530) 878-2797 W: (530) 885-4920 e-Mail: vblake@placercf.org REPRESENTS: Non-Profit STATUS: Active TERM LENGTH: 2 years APPOINTED BY: BOS EXPIRES: 12/31/2019 ALTERNATE: None</p>
<p>SEAT # 16 <u>William H. Duncan, IV</u> 5000 Sierra College Blvd. Rocklin, CA 95677 W: (916) 660-7500 e-Mail: wduncan@sierracollege.edu REPRESENTS: Education (Public) STATUS: Active TERM LENGTH: 2-years APPOINTED BY: BOS</p>	<p>SEAT # 17 Michelle Silva 11540 Clay Station Rd Herald, CA 95638 H: (916)207-8285 W: (916) 7576205 e-Mail: Michelle.Silva@Consolidated.com REPRESENTS: Communications STATUS: Active TERM LENGTH: 2-years</p>	<p>SEAT # 18 – Retail Jeff Richardson 2920 Tilden Drive Roseville, CA 95661 C: (916) 759-3436 Email: jeff.richardson@URW.com REPRESENTS: Retail STATUS: Active TERM LENGTH: 2-years APPOINTED BY: BOS</p>

<p>EXPIRES: 12/31/2019 ALTERNATE: None Admin: Laurie Donahue ldonahue@sierracollege.edu</p>	<p>APPOINTED BY: BOS EXPIRES: 12/31/2021 ALTERNATE: <u>Lisa Gustafson</u> Email: lisa.gustafson@consolidated.com Admin: Bethany Ward e-Mail: Bethany.Ward@consolidated.com</p>	<p>EXPIRES: 12/31/2021 ALTERNATE: Jason Schrimp Email: jason.schrimp@urw.com Admin: Valerie Wiseman valerie.weichmann@urw.com</p>
<p>SEAT # 19 – At-Large <u>Stewart Wells</u> 2520 Sullivan Drive Auburn, CA 95603 W: (530) 389-8212 H: (530) 906-0924 e-Mail: Stewart.wells@nyackshell.com STATUS: Active TERM LENGTH: 2-years APPOINTED BY: BOS EXPIRES: 12/31/2021</p>	<p>SEAT # 20 – At Large</p>	
	<p>VACANT</p>	