



MEMORANDUM
BOARD OF SUPERVISORS
County of Placer

TO: Board of Supervisors

DATE: January 25, 2022

FROM: Leah Rosasco, Board Outreach Program Manager

SUBJECT: COMMITTEES AND COMMISSIONS – Economic Development Board Appointments

ACTION REQUESTED

Confirm 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.

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 road map; guide selection of target industry sector, and recommend additional goals, priorities and policies to the PCEDB.

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 11:30 am at various locations throughout the County.

FISCAL IMPACT

None

ATTACHMENTS

Roster: Economic Development Board

Applications are on file at the Clerk of the Board’s office.

ECONOMIC DEVELOPMENT BOARD

PUBLIC COMMITTEE INFORMATION

PURPOSE: The Placer County Economic Development Board (PCEDB) 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: Business Retention and Expansion, Communication and Collaboration, Economic Development Issues, Local Economic Activity, New Initiatives. Expertise 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: Auburn, Colfax, Lincoln, Loomis, North Lake Tahoe, Rocklin, Roseville. 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: Per Resolution 2019-168, the Economic Development Board shall include members representing the following seats: Two representatives of the Board of Supervisors, one from District 5, one from District 2. Six representatives, one from each of the six incorporated cities and/or towns appointed annually by their respective councils. Per Resolution 2019-168, twelve representatives from the Ad Hoc Technical Advisory Resource providers to serve two-year "staggered" terms appointed by Executive Committee with future selection guided by County Economic Development Roadmap and confirmed by the Placer County Board of Supervisors, these include: Agriculture, Communications, Education (Private), Education (Public), Healthcare, Manufacturing, Non-Profit, Tourism, Utilities, Retail, At-Large (2)

MEETINGS: Third Thursday 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 Fulweiller Ave
Auburn, CA 95603

CONTACT PERSON

Michelle Grellus
(530) 889-4058
145 Fulweiler Ave.
Auburn, CA 95603

CURRENT MEMBERS

SEAT # 1

Robert Weygandt
REPRESENTS: District 2
TERM LENGTH: 1-year
APPOINTED BY: BOS
EXPIRES: 12/31/2021
ALTERNATE: Shanti Landon

SEAT # 2

Cindy Gustafson
REPRESENTS: District 5
TERM LENGTH: 4-years
APPOINTED BY: BOS
EXPIRES: 12/31/2021
ALTERNATE: Erin Casey

SEAT # 3

Scott Alvord
REPRESENTS: City of Roseville
TERM LENGTH: City Pleasure
APPOINTED BY: City of Roseville
ALTERNATE:

ECONOMIC DEVELOPMENT BOARD

PUBLIC COMMITTEE INFORMATION

CURRENT MEMBERS (continued)

SEAT # 4

Bill Halldin
REPRESENTS: City of Rocklin
TERM LENGTH: City Pleasure
APPOINTED BY: City of Rocklin
ALTERNATE: Jill Gayaldo

SEAT # 5

William Lauritsen
REPRESENTS: City of Lincoln
TERM LENGTH: City Pleasure
APPOINTED BY: City of Lincoln
ALTERNATE: Paul Joiner

SEAT # 6

Jenny Knisley
REPRESENTS: Town of Loomis
TERM LENGTH: Town Pleasure
APPOINTED BY: Town of Loomis
ALTERNATE: Jan Clark-Crets

SEAT # 7

Rachel Raddell-Harris
REPRESENTS: City of Auburn
TERM LENGTH: City Pleasure
APPOINTED BY: City of Auburn
ALTERNATE: Alice Dowdin-Calvillo

SEAT # 8

Marnie Mendoza
REPRESENTS: City of Colfax
TERM LENGTH: City Pleasure
APPOINTED BY: City of Colfax
ALTERNATE: Joe Fatula

SEAT # 9

Vacant Seat
REPRESENTS: Agriculture
TERM LENGTH: 2-years
APPOINTED BY: BOS
EXPIRES: 12/31/2021

SEAT # 10

Dr. John Jackson
REPRESENTS: Education
TERM LENGTH: 2-years
APPOINTED BY: BOS
EXPIRES: 12/31/2021
ALTERNATE: Christy Jewel

SEAT # 11

Vacant Seat
REPRESENTS: Manufacturing
TERM LENGTH: 2-years
APPOINTED BY: BOS
EXPIRES: 12/31/2021
ALTERNATE: None

SEAT # 12

Dave Attaway
REPRESENTS: Tourism
TERM LENGTH: 2-years
APPOINTED BY: BOS
EXPIRES: 12/31/2021
ALTERNATE: Kim Summers

SEAT # 13

Charles Heisleman
REPRESENTS: Utilities
TERM LENGTH: 2-years
APPOINTED BY: BOS
EXPIRES: 12/31/2021
ALTERNATE: Don Eckert

SEAT # 14

Brian Alexander
REPRESENTS: Healthcare Industry
TERM LENGTH: 2-year
APPOINTED BY: BOS
EXPIRES: 12/31/2021
ALTERNATE: None

SEAT # 15

Veronica Blake
REPRESENTS: Non-Profit
TERM LENGTH: 2-years
APPOINTED BY: BOS
EXPIRES: 12/31/2021
ALTERNATE: None

SEAT # 16

William H. Duncan, IV
REPRESENTS: Education (Public)
TERM LENGTH: 2-years
APPOINTED BY: BOS
EXPIRES: 12/31/2021
ALTERNATE: Laurie Donahue

SEAT # 17

Michelle Silva
REPRESENTS: Communications
TERM LENGTH: 2-years
APPOINTED BY: BOS
EXPIRES: 12/31/2021
ALTERNATE: Lisa Gustafson

SEAT # 18

Jeff Richardson
REPRESENTS: Retail
TERM LENGTH: 2-years
APPOINTED BY: BOS
EXPIRES: 12/31/2021
ALTERNATE: Jason Schrimp

SEAT # 19

Stewart Wells
REPRESENTS: At-Large
TERM LENGTH: 2-years
APPOINTED BY: BOS
EXPIRES: 12/31/2021
ALTERNATE: None

SEAT # 20

Brian Clausman
REPRESENTS: At Large
TERM LENGTH: 2-years
APPOINTED BY: BOS
EXPIRES: 12/31/2023
ALTERNATE: Al Lombardo

