

**MEMORANDUM**  
OFFICE OF THE  
**BOARD OF SUPERVISORS**  
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Teri Ivaldi, Senior Administrative Aide

DATE: July 10, 2012

SUBJECT: COMMITTEES AND COMMISSIONS - Economic Development Board – Accept the resignation of Rachael Rosenthal from Seat #16, representing Education (Public), effective July 10, 2012.

**ACTION REQUESTED**

Accept the resignation of Rachael Rosenthal from Seat #16, representing Education (Public), effective July 10, 2012.

**BACKGROUND**

The Economic Development Board serves as the Steering Committee for oversight and implementation of a countywide Economic Development Roadmap completed in 2009. The completed Economic Development Roadmap guides selection of target industry sectors, Technical Advisory Resource PCEDB Representatives, and recommends additional goals, priorities and policies to the PCEDB.

Economic Development Board consists of members representing two representatives of the Board of Supervisors, one from District 5 who is permanent. District two served in 2008, and has then been rotated based on approval by the Board of Supervisors through their annual board and commission appointment process which started in January of 2009. Six representatives, one from each of the six incorporated cities and/or towns appointed annually by their respective councils; per Resolution 2011-305, seven representatives from the Ad Hoc Technical Advisory Resource providers include agriculture, education, manufacturing, tourism, utilities, healthcare, and non-profit 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.

The Economic Development Board meets in Conference Room "A", on the third Thursday of January, April, June and September at 3:00 p.m. at 175 Fulweiler Avenue, Auburn, CA and should be organized as local forums around specific topics with a panel of experts.

**FISCAL IMPACT**

None

**ECONOMIC DEVELOPMENT BOARD**

**PUBLIC COMMITTEE**

**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:** Per Resolution 2007-.394, 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. District two will serve in 2008, then this seat will rotate based on approval by the Board of Supervisors through their annual board and commission appointment process starting in January of 2009. Six representatives, one from each of the six incorporated cities and/or towns appointed annually by their respective councils; per Resolution 2011-305, seven representatives from the Ad Hoc Technical Advisory Resource providers include agriculture, education, manufacturing, tourism, utilities, healthcare, and non-profit 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.

**MEETINGS:** Third Thursday of January, April, June and September at 3:00 p.m., 175 Fulweiler Avenue, Auburn, CA, Conference Room "A". PCEDB Meetings should be organized as local forums around specific topics with panel of experts.

**COMPENSATION:** None

**COUNTY CONTACT PERSON**  
David Snyder, Econ Dev Dir  
(530) 889-4016  
175Fulweiller Ave  
Auburn, CA 95603-

**CONTACT PERSON**  
Kelly Kreeger, Secretary  
(530) 889-4016  
175 Fulweiler Ave.  
Auburn, CA 95603-

**CURRENT MEMBERS**

**SEAT # 1**  
Robert Weygandt  
REPRESENTS: Dist 2  
TERM LENGTH: 1-year  
APPOINTED BY: BOS  
EXPIRES: 12/31/2012

**SEAT # 2**  
Jennifer Montgomery  
REPRESENTS: BOS D5  
TERM LENGTH: 4-years  
APPOINTED BY: BOS  
EXPIRES: 12/31/2012

**SEAT # 3**  
Tim Herman  
REPRESENTS: City of Roseville  
TERM LENGTH: City Pleasure  
APPOINTED BY: City of Roseville  
ALTERNATE: P. Roccucci

**ECONOMIC DEVELOPMENT BOARD**

**PUBLIC COMMITTEE INFORMATION  
CURRENT MEMBERS (continued)**

**SEAT # 4**

Diana Ruslin  
REPRESENTS: City of Rocklin  
TERM LENGTH: City Pleasure  
APPOINTED BY: City of Rocklin  
ALTERNATE: Scott Yuill

**SEAT # 7**

Bridget Powers  
REPRESENTS: City of Auburn  
TERM LENGTH: City Pleasure  
APPOINTED BY: City of Auburn  
ALTERNATE: Bob Snyder

**SEAT # 10**

Bonita Roznos  
REPRESENTS: Education  
TERM LENGTH: 2-years  
APPOINTED BY: BOS  
EXPIRES: 12/31/2013

**SEAT # 13**

Clay Schmidt  
REPRESENTS: Utilities  
TERM LENGTH: 2-years  
APPOINTED BY: BOS  
EXPIRES: 12/31/2013

**SEAT # 16**

Rachel Rosenthal  
REPRESENTS: Education (Public)  
TERM LENGTH: 2-years  
APPOINTED BY: BOS  
EXPIRES: 12/31/2013

**SEAT # 5**

Paul Joiner  
REPRESENTS: City of Lincoln  
TERM LENGTH: City Pleasure  
APPOINTED BY: City of Lincoln  
ALTERNATE: S. Nader

**SEAT # 8**

Joshua Alpine  
REPRESENTS: City of Colfax  
TERM LENGTH: City Pleasure  
APPOINTED BY: City of Colfax  
ALTERNATE: Susanne Roberts

**SEAT # 11**

David Baker  
REPRESENTS: Manufacturing  
TERM LENGTH: 2-years  
APPOINTED BY: BOS  
EXPIRES: 12/31/2012

**SEAT # 14**

Edward Glavis  
REPRESENTS: Healthcare Industry  
TERM LENGTH: 2 year  
APPOINTED BY: BOS  
EXPIRES: 12/31/2012

**SEAT # 17**

Joseph Glenn  
REPRESENTS: Communications  
TERM LENGTH: 2-years  
APPOINTED BY: BOS  
EXPIRES: 12/31/2013

**SEAT # 6**

Gary Liss  
REPRESENTS: Town of Loomis  
TERM LENGTH: Town Pleasure  
APPOINTED BY: Town of Loomis

**SEAT # 9**

Lyndell Grey  
REPRESENTS: Agriculture  
TERM LENGTH: 2-years  
APPOINTED BY: BOS  
EXPIRES: 12/31/2012

**SEAT # 12**

David Attaway  
REPRESENTS: Tourism  
TERM LENGTH: 2-years  
APPOINTED BY: BOS  
EXPIRES: 12/31/2013

**SEAT # 15**

Veronica Blake  
REPRESENTS: Non-Profit  
TERM LENGTH: 2 years  
APPOINTED BY: BOS  
EXPIRES: 12/31/2013

