



# Approved Meeting Minutes

## Board Meeting

### September 8, 2016

Present: Chairman Howard Rudd, Secretary/Treasurer John Norman, Directors Nick Alexander, and Ed Benoit

Absent: Director Jim Gray

Corporate Counsel: Greg Thatch, Law Offices of Gregory D. Thatch

Corporate Staff: CEO Chris Robles and Board Secretary Lonnye Heple

## II. Closed Session Pursuant to Section 54956.8 (Real Property)

Nothing to Report

## III. Action Items

### a. Approve the June 9, 2016 RCDC Board Meeting Minutes

Secretary/Treasurer Norman made a motion to approve the minutes for the June 9, 2016 Board Meeting. Director Alexander seconded the motion.

Votes: Motion Carried 4-0

Yes: Chairman Rudd, Secretary/Treasurer Norman, Directors Alexander, and Benoit

Absent: Director Gray

### b. Approve the Advantage Roseville FY2016-2017 Website Maintenance and Social Media Contract

Director Alexander made a motion to accept staff's recommendation and approve the scope of work and authorize the CEO to execute a contract with ClickSpring with legal counsel review of the contract. Secretary/Treasurer Norman seconded the motion.

Votes: Motion Carried 4-0

Yes: Chairman Rudd, Secretary/Treasurer Norman, Directors Alexander, and Benoit

Absent: Director Gray

### c. Approve Advantage Roseville's participation in Development Counsellors International Economic Development and Tourism Marketing Contract with the City of Sacramento

Director Alexander made a motion to accept staff's recommendation and authorize Advantage Roseville's participation in Development Counsellors International economic development and tourism marketing contract with the City of Sacramento with a letter from the City of Sacramento outlining the items listed in the staff report that Roseville will receive as part of their participation. Director Benoit seconded the motion.

Votes: Motion Carried 4-0

Yes: Chairman Rudd, Secretary/Treasurer Norman, Directors Alexander, and Benoit

Absent: Director Gray

### d. Approve the Sacramento Business Journal's Advantage Roseville's 2016 Strategic Marketing and Advertising Plan

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Secretary/Treasurer Norman made a motion to accept staff's recommendation and approve the Advantage Roseville Strategic Marketing and Advertising Plan with the Sacramento Business Journal. Director Benoit seconded the motion.

Votes: Motion Carried 4-0

Yes: Chairman Rudd, Secretary/Treasurer Norman, Directors Alexander, and Benoit

Absent: Director Gray

### **III. Discussion Items**

#### **a. Advantage Roseville Update – Laura Matteoli**

- Currently working on 50 leads
- Sponsoring an Alternative Lender Forum on October 7, 2016 at Maidu Community Center with SacLead.
- The next Advantage Roseville meeting will be held late October or early November. We are hoping to have the meeting at Top Golf.

No Action Required

#### **b. Property Updates – Chris Robles**

Nothing to report - No Action Required

### **IV. Non-Agenda Public Comments**

Scott Cisneros was present to show support for The Monk's Cellar

### **V. Board and Staff Comments**

CEO Robles

- City Council approved additional funding at the September 7, 2016 City Council meeting that was needed for the new parking garage. All the plans are complete and construction will begin on September 12, 2016 and is scheduled to be completed July 2017.
- 316 Vernon Street building is on schedule and staff is scheduled to move into the building late December or early January. Sierra College will start classes in the fall of 2017.

Director Alexander requested that we explore doing a strategic plan for the RCDC properties. This will be placed on a future agenda.

Director Benoit requested that we do a floor plan for 242-246 Vernon Street.

On behalf of the REACH committee, Lonnye Heple thanked the Board for their \$250 sponsorship for the REACH softball tournament which raised over \$3,000 for local non-profits.

### **VI. Adjournment – 9:20 a.m.**