



Approved Meeting Minutes

Board Meeting

November 13, 2014

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

Corporate Counsel: Larry Larson, 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)

No Action or Report

III. Action Items

a. Approval of September 11, 2014 Board Meeting Minutes

Director Gray made a motion to approve the minutes of the September 11, 2014 Board Meeting. Secretary/Treasurer Norman seconded the motion.

Votes: Motion Carried 5-0

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

IV. Discussion Items

a. Town Square Concert Update

CEO Robles informed the Board that \$12,108.56 was donated to the Placer Food Bank from the proceeds from the Town Square Concert held on September 13, 2014. A check has already been issued to the Food Bank but there will be an official presentation in the near future in which the sponsors of the event will be invited.

No Action Required

b. Housing Program Update

CEO Robles informed the Board that RLS and staff is struggling to find homes that qualify for the Housing Program. This is due to the restrictions on the purchase price of the homes and the uptick in the economy. The home on Hastings is currently on the market and once this property sells, staff will return to the Board to request the dissolution of the program and pay back the loan to the City. Director Gray asked staff to research an alternative way to continue to the program without carrying the debt.

No Action Required

c. Advantage Roseville Update

Economic Development, Manager Laura Matteoli, provided an update on Advantage Roseville. Marketing and outreach efforts are continuing. Ads were recently placed

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an ad in the California Investment Guide which is published by the CALED as well as ads in the Sacramento Business Journal and the Silicon Valley Business Journal. As a result of the October 16, 2014 Advantage Roseville meeting we have established 2 sub-committees. A Marketing Committee to evaluate 3fold Communications' proposal for marketing. It is anticipated that a marketing contract with 3fold Communications will be presented to the Board for their approval in the near future. A Membership Committee was established to work on the structure of membership moving forward. The committees are comprised of staff and several Advantage Roseville members.

No Action Required

V. Non-Agenda Public Comments

Chairman Rudd opened the floor for public comments.

None Received

VI. Board and Staff Comments

- CEO Robles
 - The audit has been completed. A meeting with the Audit Committee will be scheduled in the next few weeks. It is anticipated that the Audit will be presented to the Board at the December 11, 2014 Board Meeting for approval.
 - The Law Offices of Gregory D. Thatch have joined the Roseville Chamber of Commerce.
- Chairman Rudd
 - Announced the 2nd Annual Holiday Sale at the Blue Line Gallery will be held on Saturday, November 22nd from 11:00 a.m. – 6:30 p.m. and Sunday, November 23rd from 11:00 a.m. – 5:00 p.m.

VII. Adjournment – 8:45 a.m.