



STAFF REPORT

TOWN COUNCIL MEETING OF AUGUST 14, 2012

To: Town Council

From: Town Manager

Subject: Sustainable Economic Development Roundtable

Date: August 6, 2012

RECOMMENDATION:

Direct the Town Manager to advise the Placer Economic Development Board that the Town of Loomis will actively participate and sponsor the proposed Sustainable Economic Development Roundtable and appoint Councilman Liss as the Town representative on the Sustainable Economic Development Roundtable. In addition, offer the use of one of the Town's annual Blue Goose Event Center uses, subject to Blue Goose approval, for the subject Roundtable meeting.

DISCUSSION:

Placer Sustain in cooperation with the Placer Economic Development Board has requested that the Town of Loomis actively participate and sponsor a Sustainable Economic Development Roundtable hosted by the Placer Economic Development Board. The Placer Economic Development Board serves as the advisory body for the Placer County Office of Economic Development's business retention and attraction efforts. Members of the Board include the Town of Loomis (Councilman Liss), City of Colfax, City of Lincoln, City of Rocklin, City of Roseville, Healthcare, Education, Tourism and Utilities. The purpose of the roundtable would be to:

- Further the development of the ED Roadmap recommended Sustainable Economic Development Network and Strategy.
- Get information on key Sustainable ED trends and opportunities
- Share information on current local government and non-profit sustainable ED initiatives.
- Identify actual local Sustainable ED challenges, possibilities, and collaboration opportunities.

Participation in Sustainable Economic Development Roundtable is consistent with Town Council Goal 7, Task 2(b) to “Consider Placer County Road Map for Sustainable Economic Development Initiatives”.

ACTION REQUESTED:

As Councilman Liss is currently the Council’s appointed representative to the Placer County, staff is requesting the Council direct that the Town be an active participant in the Sustainable Economic Development Roundtable and officially appoint Councilman Liss as the Town’s representative at the Roundtable. In addition, offer the use of one of the Town’s annual Blue Goose Event Center uses, subject to Blue Goose approval, for the subject Roundtable meeting. Attached is a preliminary draft of the Sustainable Economic Development Roundtable goals and principals.

CEQA :

The proposed appointment is Categorical Exempt.

FINANCIAL IMPLICATIONS:

There are no current financial impacts from the appointment.

SUSTAINABLE ECONOMIC DEVELOPMENT ROUNDTABLE CONCEPT

A Roundtable hosted by the Placer Economic Development Board and sponsored by interested individuals and organizations. Purpose:

- Further the development of the ED Roadmap recommended Sustainable Economic Development Network and Strategy.
- Get information on key Sustainable ED trends and opportunities
- Share information on current local government and non-profit sustainable ED initiatives.
- Identify actual local Sustainable ED challenges, possibilities, and collaboration opportunities.
- Identify Next Steps

- I. Welcome by ED Board Chairperson
- II. Opening Comments about the Placer Sustainable Economic Development Network.
- III. Panel Presentation. Economic Development and Sustainability
 - a. Network Building
 - b. Building Community Based Capital
 - c. Resilient Communities and Economy
 - d. [Case Study from Actual Community that has deployed a network]
- IV. Placer Local Government Sustainability Interests. Panel (ED Board Members and / or staff.
 - a. Auburn
 - b. Lincoln
 - c. Loomis
 - d. Colfax
 - e. Roseville
 - f. Rocklin
- V. Breakouts. (separate discussions or World Café) [Challenges, Possibilities, Collaboration Opportunities]
 - a. Alternative Energy and Conservation
 - b. Local Food and Community Based Health Initiatives
 - c. Eco-Tourism, Arts, and Culture
 - d. Buy Local Initiatives
 - e. Accelerating Community Capital
 - f. Building Communication and Collaboration Across Silos
- VI. Breakout Reports
- VII. Next Steps. Panel from Breakout Leaders
- VIII. Adjourn

DRAFT SUSTAINABLE ECONOMIC DEVELOPMENT GOALS AND PRINCIPLES

General Mission Statement

Support the development of a sustainable Placer County economy that stewards the prosperity and quality of life of our human communities, and the values of our natural resources and environmental quality, for the benefit of future generations.

A Sustainable Placer County Economy That:

- Focuses on supporting existing businesses; including "economic gardening," peer to peer small business networking, and building on existing core economic and natural resource assets.
- Expands local production of goods and services to meet local demand to diversify the local economy, including coordinated BuyLocal campaigns, peer to peer business networking, and "economic gardening."
- Provides opportunities for people to invest in local businesses that support a sustainable future for their own local communities.
- Supports employment growth at living wages.
- Develops local sustainable energy resources that reduce costs and dependency on fossil fuels.
- Provides community based financial resources to support sustainable business growth.
- Strategically pursues industry cluster development opportunities, including:

Green and clean tech manufacturing; Green-Collar Services, including, energy retro-fit, bio-mass management, green building, and local value-added food production; Local sustainable agricultural production and market development, including value-added services; Natural resource production, including forest and commercial agricultural production; Energy conservation and alternative energy services; Green professional services; Sustainability Training, Education, and Knowledgebase Services; Health, Nutrition, and Lifestyle Services; and Eco-Tourism.

- Protects and enhances natural resource and environmental values that are essential to quality of life and a sustainable local economy in a manner consistent with the Sustainability Triple Bottom Line.
- Is integrated into a strong regional economy and is strategically pursuing regional business opportunities that support local sustainable economic development interests.
- Applies integrated economic strategies that value social interests that are essential to sustainable Communities, including health, education, arts and culture, and social justice.
- Provides comprehensive information resources about the local and regional economy, and the natural landscape.

- Supports the development of robust networks that develop and share information, connect people with resources, and provide for continuing collaboration on sustainable economic development vision, objectives, and action priorities.
- Openly engages all elements of the Community in creating our sustainable economic future with a coordinated message and outreach.
- Engages traditional industry clusters to explore their long-term economic viability and relationship to local communities within the basic sustainability framework.
- Functions within a local Strategic Sustainability Framework that integrates economic, social, and environmental values and interests.