

Stakeholders and Subcommittee Status Reports 3/25/26

Stakeholder Reports

Roseville Chamber of Commerce:

- No updates

City of Roseville –Economic Development Department:

- Roseville Venture Lab Upcoming workshop series: Essential steps to launch your small business. Join us for a free Small Business Workshop at the Roseville Venture Lab on Monday, March 23 from noon to 1 p.m. In this session, “Creating Business Plans that Work,” experts from the Small Business Development Center will show you how to estimate your income, track expenses, manage cash flow, and show lenders that your business can repay a loan. Lunch will be provided, and registration is required. [Register](#) Check out the [Roseville Venture Lab calendar](#) for other events and programs.
- The [Union Pacific “Big Boy” locomotive](#) will return to Roseville this year, April 9-11. The train will be pulling into the Atlantic/Vernon Street viewing area on Thursday night. The public viewing display will be from 1-5 p.m., on Friday, April 10, and from 9 a.m.-3 p.m., on Saturday, April 11. On Saturday, the City will be offering additional activities at the Vernon Street Town Square between 9 a.m. to 3 p.m., including a Maker’s Market and live music. If you are interested in being a vendor for the Maker’s Market, [click here](#).
- Construction continues for the [Atlantic/Vernon Street Improvement Project](#) through spring 2026. Check out the website for more detailed project information.

Downtown Roseville Merchants:

- The DRM continues to work on the line up, sponsors and logistics for Downtown Tuesday Nights. The band line up is almost complete, and posters will be designed and distributed to merchants soon.

Parks and Recreation:

- April 9th - Food Truck Mania, 10am-4pm; Location: Vernon Street Town Square/ S. Grant Street; Street Closures: S. Grant between Oak and Vernon, 3-10pm
- April 14th - Dinner on the Bridge, 6-8pm; Location: Downtown Pedestrian Bridge; Street Closures: None
- April 15th - Wine Down Wednesday, 5:30-7:30pm; Location: Vernon Street Town Square; Street Closures: None
- April 22nd - Wine Down Wednesday, 5:30-7:30pm; Location: Vernon Street Town Square; Street Closures: None
- April 29th - Wine Down Wednesday, 5:30-7:30pm; Location: Vernon Street Town Square; Street Closures: None

Status Reports

Admin/Projects:

- Working with Elevate on Annual Report

PR/Marketing, Technology, Events:

- See social media marketing report in board packet

Clean and Safe:

- Clean Up Day:
 - The Green and Clean Community Clean Up Day was a huge success thanks to all the volunteers. The district looks cleaner due to all of you and all our wonderful volunteers. We had over 100 volunteers participate and we made a little profit of around \$2,000. Because we have quite a few shirts left over, we are thinking of doing another clean up, possibly in October.
- The shuttle service may be coming back this summer. We are currently working with the shuttle company to reduce some costs. Look for a possible action item in April.

Governance, Capital Improvements, Arts & Entertainment:

- The Capital Improvements Committee met a Trax on March 4th and set the following goals for the coming year: We will continue the installation of the Holiday Tree Lights under the current program. Capital Improvements will continue to support the ongoing banner program with rotations in June for the Summer banners, November for the Holiday banners and January 2027 for reinstalling the Winter banners.
- We will be moving forward with our joint sponsorship with the City for the Façade Grant Program, and will be encouraging at least two major façade projects this year--this program offers property owners grants for material costs for facade projects of merit. As we move forward, it will be important that project candidates adhere to program requirements and provide sufficient design information prior to being considered for grants, so the committee has ample opportunity to comment on the merit and value of the improvements.
- New Murals will continue to be emphasized as important improvements for the district; as we move forward in 2026, we will endeavor to find meaningful ways to encourage their installation as we have devoted a substantial budget to this program. Currently murals for the Randy Peter building, Blue Line Gallery, Goldfield's, and Monks are on the radar for possible mural sites.
- The committee is very interested in providing decorative lighting - generally referred to as "market lighting" in strategic areas of the district; this lighting will be pursued for possible installation across Vernon as it may now be acceptable to the City, as well as along the top edge of the buildings. In addition, there is strong interest in adding recorded music along district sidewalks
- In addition - a major emphasis of the committee is to support filling Vacancies in downtown tenant spaces and encouraging new uses for vacant parcels.

