



Board of Directors Regular Meeting Minutes

Tuesday, May 27, 2026

3pm – 5pm

Randy Peters Event Center

105 Vernon Street, Roseville, CA 95678

Call to Order/Introductions – Tom Carlson, President @ 3:00 pm

A quorum was confirmed prior to the start of the meeting. President Carlson reminded the board that a quorum of six (6) members is required before any meeting may begin and that the board cannot convene without one. Members were encouraged to notify Kat Maudru in advance if they are unable to attend.

Meeting Attendance:

	DRP Board		Guests
x	Tom Carlson – President	x	Ananda Rochita, CEO, Roseville Area Chamber of Commerce
	Lisa Peters – Vice President	x	Allied Security representative
x	Dave Herrick – Treasurer	x	Crime Stoppers representative – Anne Carpenter
x	Ed Mojica – Secretary	x	Stephanie Hill
x	Kat Maudru – Operations	x	Gina McColl
x	Jamie Hazen – Member		
x	Dave Piches – Member		
x	MaryTess Mayall – Member		
x	Frank Van Sant – Member		
	Mark Vespoli – Member		
	Wayne Wiley – Member		
x	Paul Gould – Member		

Public Comment (limited to 3 minutes each – for all items on or not on Agenda)

No public comment.

Roseville Area Chamber of Commerce – Ananda Rochita, CEO

Ananda Rochita, CEO of the Roseville Area Chamber of Commerce, addressed the board and provided an overview of Chamber activities, with particular focus on the Chamber's Foundation and workforce development initiatives.

Foundation & Workforce Development

- The Roseville Venture Lab hosts a virtual reality (VR) program designed to engage students in career exploration across manufacturing, hospitality, and other industries.
- The Foundation has a 17-member board actively working with students and reviewing workforce development reports.
- The Chamber's "Friday Five" weekly newsletter covers membership updates, events, Foundation activities, and advocacy efforts. The board was invited to subscribe at rosevilleareachamber.com.
- An upcoming Roseville Rising event is scheduled at the Robbelen Center, with Randy Peters catering.

DRP–Chamber Collaboration

President Carlson expressed interest in exploring future collaboration with the Chamber. The board also agreed to include a standing "Roseville Area Chamber Update" section in the DRP's monthly status report, with Ms. Rochita providing a monthly update or designating someone to do so.

Public comment: No public comment.

Roseville Police Department / Allied Security Update

Presenter: Allied Security representative

Monthly Activity

- A minor spike in transient activity and camping was noted for the month, attributed to warmer weather and increased movement. The representative indicated this trend would likely continue seasonally and would be monitored.
- Littering in the parking garages appeared improved over the prior month with no significant incidents reported.
- The security officer (Pete) conducts regular patrols rotating between the DRP district and historic Old Town Roseville, spending approximately 20–30 minutes at each location per rotation.

Board Discussion – Time Allocation

Tom Carlson raised the issue of equitable allocation of Allied Security patrol time between the DRP-funded district and historic Old Town Roseville. He noted that the DRP pays for a portion of security services alongside the City and requested a weekly breakdown of time spent in each area to verify the DRP is receiving appropriate value. The representative confirmed there are two contracts — one with the City and a supplemental DRP contract — and agreed to provide a time-allocation summary.

Public comment on Security Report: No public comment.

President's Comments – Tom Carlson

- Quorum and Brown Act reminder: Members must notify Kat Maudru in advance if unable to attend. Per guidance from the DRP's attorney, board members may not discuss DRP business informally in groups constituting a quorum (serial meeting prohibition under the Brown Act).

- Capital improvement projects and organizational goals set in January are progressing on track. President Carlson expressed encouragement at the DRP's direction and momentum.

Approval of Regular Meeting Minutes of 04/22/26 – Tom Carlson

The draft minutes from the April 22, 2026 regular board meeting were presented for approval.

MOTION

Approve the Regular Meeting Minutes of April 22, 2026

Moved by: Frank Van Sant. Seconded by: Dave Piches

Vote: APPROVED

Treasurer's Report – Dave Herrick

Dave Herrick presented the financial update. Key figures and discussion points:

Account Balances

Cash balance (end of April 2026)	\$264,200.00
Current cash balance (as of meeting date)	\$255,694.00
Reserve fund balance (savings)	\$53,000.00

Notable Items

- No unusual activity during the April reporting period. April expenditures included April retainers for Kat Maudru (\$2,200), OriJENal Designs (\$1,055), and Elevate (\$1,446.25), plus QuickBooks/bank fees (\$110). April monthly total: \$4,811.25.
- The DRP is currently using manual checks while resolving an ordering issue with the bank; online payments remain available.

Year-to-Date Budget Summary (through April 2026)

Category	Budget	Spent YTD	Remaining	Spent & Committed
Improvements	\$38,160	\$2,912	\$35,248	\$34,431.60
Marketing & Events	\$63,600	\$9,220	\$54,380	\$45,270.00
Clean & Safe	\$55,120	\$2,336.80	\$52,783	\$3,181.80
Administration	\$44,520	\$16,033	\$28,487	\$19,325.60
Contingency & Reserve	\$10,600	\$0	\$10,600	\$0

Event Net Proceeds

Ice Rink	\$25,256.00
Green & Safe	\$1,991.00
Combined Total	\$27,247.00

Fund Allocation Discussion

Treasurer Herrick proposed rolling combined event proceeds back into DRP fund accounts based on each category's percentage of the approved budget, with the reserve fund excluded from the allocation. He will recalculate percentages adjusted for the 10% reserve exclusion and distribute a spreadsheet to the board via Kat Maudru prior to the June meeting. The board agreed that formal fund allocation should come before the board as a voted action item at the June meeting.

A brief discussion was also held regarding whether a mandated minimum reserve fund balance exists. No such requirement was identified, though the matter will be confirmed prior to the June meeting. The board noted the DRP has historically held back too much in reserves and should be directing more funds toward programs and improvements that benefit property owners and the district.

MOTION

Approve the Treasurer's Report as presented

Moved by: Ed Mojica **Seconded by:** Frank Van Sant

Vote: APPROVED

Stakeholder and Status Reports

The board was asked to review the written status reports included in the board packet. The following items were discussed.

Downtown Tuesday Nights – Jamie Hazen

- Downtown Tuesday Nights begins this Tuesday and runs 9 weeks through June and July.
- New sponsor: 96.9 The Eagle will attend with a branded van, pop-up tent, and misting station, and will promote the event on-air.
- Streets close approximately 2:00 p.m. (varying 1:30–2:15 p.m.). Concerts begin at 7:00 p.m.
- The beer garden is operated by Crime Victims United. Roseville Police Department and private security guards are contracted for the event.
- The DRP is the largest sponsor of Downtown Tuesday Nights. Board members are invited to the sponsor/VIP tent near the beer garden.
- Left Coast Media serves as in-kind social media sponsor and will attend opening night.

- Programming for the 200 block continues to be a challenge. Planned activities this season include a painting/children's activity, bounce houses (end of June and end of July), and a kids' vendor market on two evenings.

Murals / Public Art

- Gold Fields Mural: Completed earlier in May. Board members Lisa Peters and Wayne Wiley attended the completion gathering with the mural artists.
- Bark Park (Oak Street, adjacent to pedestrian bridge): Public Art Coordinator Nico met with Gina McColl and Annie Stanko (City of Roseville) to explore incorporating public art into the Alternative Transportation Department's planned Traffic Garden (bike safety training area). A temporary shipping container with murals and dual-use storage is being explored. The DRP had previously evaluated this site for development but found costs prohibitive.
- Randy Peters mural and a CMU mural on Atlantic Street (in partnership with the City of Roseville) remain in active discussion.

Old Town Pizza / Slice Brewing

- Based on a recent conversation with management, Old Town Pizza is targeting a late August opening.
- Slice Brewing (Lincoln) will operate a tasting room in the old loading dock at the rear of the building, with its own separate entrance, a full bar, and a rooftop bar with views overlooking the plaza.

Shuttle Service

- Shuttle service launches June 13 through approximately September or mid-October, depending on funding (~\$25,000 budgeted).
- The 2026 focus is bringing riders from surrounding neighborhoods into the downtown district using an app-based, demand-responsive model.
- The shuttle operator has met with the Sacramento Metropolitan Air Quality Management District (SMAQMD), which is expected to award a grant — potentially in the hundreds of thousands of dollars — for business expansion within the region. This could result in two shuttles serving Roseville as early as next year.
- Sponsorship opportunities remain available. One Downtown Tuesday Nights evening will feature the shuttle as a promotional sponsor.

501(c)(3) / Nonprofit Formation

President Carlson reported on the board's Q2 goal of evaluating 501(c)(3) formation, following a conference call with DRP attorney Carson. Key findings:

- A 501(c)(3) requires a specific IRS-recognized exempt purpose (e.g., education, wildlife, public safety). The DRP's current activities do not readily qualify.
- Redirecting DRP activities to qualify could dilute the DRP's core mission of serving merchants and property owners.
- While grant funding was a primary motivation, grants are competitive and administratively demanding.

The board reached consensus that 501(c)(3) formation is currently a "no go" but is not permanently closed. Alternative revenue strategies noted include expanding the PBID district at the 2028 renewal (preparation to begin in 2027) and hosting one or two annual fundraising events.

Vacant Properties / Commercial Leasing

The former Village Market space was discussed. Negotiations with Hidden Coffee fell through, in part due to landlord requirements that tenants absorb significant capital costs including roof and foundation issues, and an unpermitted patio requiring ADA remediation. Memo Bake Shop (açai and sandwiches) is reportedly interested in the space. Board members with relevant contacts were encouraged to make referrals, with a caution about the landlord's conditions.

Hillsdale College Building – 500 Vernon Street

Jamie Hazen reported a conversation with Julie Hanson, who is associated with Hillsdale College's Roseville presence. Key points:

- The building has hosted a small number of private events; the community perception is that it is largely inactive.
- Hillsdale College owns property in Placer County and is developing a regional university campus. The downtown building appears to serve a limited marketing/outreach role.
- The building is not currently available for lease. The barbershop tenant remains.

President Carlson expressed interest in outreach. Hazen will share Julie Hanson's contact information with Tom Carlson.

No public comment on Stakeholder and Status Reports.

Action Items

Action Item #1 – Sponsorship: Run Crime Out of Roseville (July 4th)

Recommendation: Approve a DRP sponsorship for the Run Crime Out of Roseville 5K on July 4th at a cost not to exceed \$1,000.

Background: A representative from Roseville Crime Stoppers presented the sponsorship request. Crime Stoppers is a 30+ year nonprofit partnering with the Roseville Police Department to fund an anonymous tip line, software, and community rewards. The event is a 5K run/walk beginning and ending at the Town Square, running out to the trail and returning via the fire station/Salvation Army corridor, followed immediately by the July 4th parade. Sponsorship includes complimentary race entries and a booth at the event.

Public comment: No public comment.

MOTION

Approve DRP sponsorship of the Run Crime Out of Roseville 5K (July 4th) at a cost not to exceed \$1,000, including complimentary entries and a booth

Moved by: Dave Herrick **Seconded by:** Jamie Hazen

Vote: APPROVED

Old & Unfinished Business

Realtor's Open House – Commercial Vacancy Initiative (Wayne Wiley)

In Wayne Wiley's absence, President Carlson noted that the initiative is still in progress with a revised timeline of July–August. The board expressed readiness to support. President Carlson will follow up with Mr. Wiley.

Ice Rink / Event Fund Allocation

As discussed under the Treasurer's Report, formal allocation of the \$27,247 in combined event net proceeds across DRP fund accounts will be brought as a voted action item at the June 2026 meeting.

Meeting Procedures – Agenda Format

President Carlson noted the board is in substantial compliance following the City Attorney's Brown Act presentation at the April meeting. The agenda format has been updated to include a formal New Business section, clarified Public Comment protocol, and a Miscellaneous Board Topics item for non-voting discussion. No objections were raised.

Q2 Goals Check-In

- Admin – 501(c)(3) decision: No Go (as reported above).
- Clean & Safe – Shuttle service: Launching June 13.
- Marketing & Events – Downtown Tuesday Nights: Starting this week (9 weeks, June–July).
- Marketing & Events – Christmas parade/decorations: Planning in progress (see New Business below).
- Marketing & Events – Big Boy Train event: Completed. Sip & Shop: Postponed, date TBD; funds not yet disbursed.
- Arts & Entertainment – Gold Fields Mural: Completed. Additional murals in progress.
- Capital Improvements: Multiple projects under discussion; no single large project finalized.

New Business

2026 Christmas Parade – Direction & Enhancements (Stephanie Hill)

Stephanie led a board discussion on the scope and direction of the 2026 Christmas Parade and associated events. Key discussion points:

- General consensus: maintain the parade's hometown character while adding post-parade activations to keep people downtown longer.
- Post-parade activation concepts discussed: Christmas/winter-themed activity area in the town square (bouncy houses, mazes, holiday inflatables via a contact "Vern" who handled pre-ice-rink Christmas activities); a Battle of the Bands featuring local high school bands; Santa photos; kids' choir concert; and a winter wonderland lighting display.
- A local "poop patrol" operator will be added as a no-cost entry immediately following the horse contingent.
- Street closure cost: In 2025, the City of Roseville unexpectedly billed the DRP approximately \$8,000 for street closure fees (subsequently negotiated and waived). The City is working to codify a policy exempting downtown-benefiting events from this charge. This cost must be factored into 2026 planning.

- Stephanie will consult with Vern regarding holiday activity rental costs, and with the City Parks Department regarding extended use of the town square. A full proposal with cost estimates will be presented as an action item at the June meeting.
- Stephanie will coordinate with the Marketing & Events Committee (Lisa Peters) regarding the status of the building light installation project previously discussed with the Parks Department.

Startup Sac Mixer – Parking Notice

Dave Piches noted an upcoming Startup Sac mixer at the Growth Factor / Roseville Venture Lab (one of the Tuesdays in June). Tom Carlson will notify the Venture Lab to communicate parking availability and downtown access to attendees.

Miscellaneous Board Topics

- President Carlson announced one remaining pair of VIP tickets to the following day's Wolf & Dine event and offered them to any available board member.

Adjournment

There being no further business, a motion was made to adjourn the meeting.

MOTION

Motion to Adjourn

Moved by: Frank Van Sant **Seconded by:** Dave Herrick

Vote: APPROVED

The meeting was adjourned.

Action Items & Next Steps

Action Item	Detail	Owner / Deadline
Allied Security – Time Allocation Report	Provide a weekly breakdown of patrol time spent in historic Old Town Roseville vs. the DRP district, referencing the two separate contracts (City and DRP supplemental).	Allied Security June 2026 Meeting
DRP–Chamber Collaboration Meeting	Schedule meeting between Tom Carlson, Ed Mojica, and Ananda Rochita (Roseville Area Chamber CEO) to discuss potential partnership opportunities.	Tom Carlson / Ed Mojica June 2026
Chamber Monthly Update – Status Report	Add Roseville Area Chamber standing update section to DRP monthly status report. Ananda Rochita to provide update or designate a contributor.	Kat Maudru / Ananda Rochita Ongoing
Event Proceeds – Fund Allocation	Prepare spreadsheet allocating \$27,247 in combined event net proceeds (Ice Rink \$25,256 + Green & Safe \$1,991) to DRP fund accounts by budget category percentage, excluding reserve. Bring as formal action item to June meeting.	Dave Herrick June Meeting
Reserve Fund – Minimum Balance	Confirm whether a mandated minimum reserve fund balance requirement exists under DRP governing documents or City agreement.	Dave Herrick / Tom Carlson June Meeting
Realtor’s Open House – Follow-up	Follow up with Wayne Wiley on status of the Commercial Vacancy Open House initiative and how the board can support. Target timeline: July–August.	Tom Carlson Prior to June Meeting
Hillsdale College – Contact Info	Share Julie Hanson's contact information with Tom Carlson for outreach regarding the Hillsdale College building at 500 Vernon Street.	Jamie Hazen June 2026
Christmas Parade – Full Proposal	Develop detailed 2026 Christmas Parade and post-parade activation proposal: consult with Vern (holiday activity rentals/costs) and Parks Dept. (Kathleen) re: town square use. Bring full proposal with cost estimates as action item to June meeting.	Stephanie Hill / Kat Maudru June Meeting
Building Lights – Committee Status	Coordinate with Lisa Peters / Marketing & Events Committee on status of building light installation project (previously discussed with Parks Department).	June 2026

Minutes Approval

These minutes are submitted for approval at the next regular Board meeting.

Tom Carlson, President

Date: _____

Ed Mojica, Secretary

Date: _____

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Carole Dittmer at (916) 783-0760 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.