



Board of Directors Regular Meeting Minutes

Wednesday, June 24, 2026

3pm – 5pm

Randy Peters Catering

105 Vernon Street, Roseville, CA 95678

Call to Order/Introductions – Lisa Peters, Vice President @ 3:00 pm

President Tom Carlson was unable to attend the meeting. Vice President Lisa Peters called the meeting to order and confirmed a quorum was present. Board members and guests introduced themselves.

Meeting Attendance:

	DRP Board		Guests
	Tom Carlson – President	x	Allied Universal Security representative
x	Lisa Peters – Vice President	x	Ann Carpenter, Roseville City Council, District 2 Candidate
x	Dave Herrick – Treasurer	x	Stephanie Hill
x	Ed Mojica – Secretary	x	Gina McColl, City of Roseville
x	Kat Maudru – Operations	x	Sheldon Shearer – Placer Arts
x	Jamie Hazen – Member		
x	Dave Piches – Member		
x	MaryTess Mayall – Member		
x	Frank Van Sant – Member		
	Mark Vespoli – Member		
x	Wayne Wiley – Member		
x	Paul Gould – Member		

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

- A Blueline Arts reported that a transient individual visited the gallery on two consecutive days and became disruptive when asked to leave, including an incorrect claim that the business was legally required to allow him to use the phone. She noted a delayed response time (approximately 20 minutes) when Allied Security was called. The board acknowledged the report.
- A board member asked whether Downtown Tuesday Nights had experienced disruptions similar to those seen in the past. Staff confirmed that police responded to an individual who appeared to be experiencing a mental health crisis the prior week and the situation resolved without further incident.

Staff also noted that an unaffiliated individual who has periodically preached near the Goldfields/Feather River area has not been active recently.

Roseville Police Department/Allied Security Update

Roseville Police Department was not in attendance; Allied Universal Security presented the monthly update.

Monthly Activity

- Parking garage activity was the primary focus this month, with loitering and camping incidents concentrated at the Oak Street and Vernon Street garages, generally occurring Thursday through Saturday.
- Per Allied's incident analysis for the reporting period (5/16/26–6/16/26), the district recorded 86 total incidents, the large majority (55) trespass/loitering-related, with a secondary concentration of camping-related incidents (16). Friday and Saturday were the highest-activity days, and 8:00 p.m. remained the peak hour.

Property Owner Feedback – Sacramento Strings Studio (relayed by Kat Maudru)

- Erik Williams, owner of Sacramento Strings Studio on Oak Street, raised concerns about motorcycle noise and speeding on Oak Street, as well as speeding on Vernon Street, and suggested rumble strips at either end of the street as a possible mitigation.
- Gina McColl agreed to raise the concern with the City's traffic engineering staff and follow up with the board.

Public Comment on Security Report

- A board member reported a continuing issue with a dog left for extended periods in a vehicle parked on Jefferson Street, with repeated but unresolved Animal Control response (see Miscellaneous Board Topics).

No further public comment.

Vice President's Comments – Lisa Peters

- Lisa Peters had no additional updates, having been away from the district for the prior month.
- A board member noted that a new downtown restaurant opened over Father's Day weekend (Daily Nosh) and reported strong initial business, including an unusually busy Sunday.

Approval of Regular Meeting Minutes of 5/27/26 – Lisa Peters

The draft minutes from the May 27, 2026 regular board meeting were presented for approval.

MOTION

Approve the Regular Meeting Minutes of May 27, 2026

Moved by: MaryTess Mayall **Seconded by:** Frank Van Sant

Vote: APPROVED

Treasurer's Report – Dave Herrick

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

Account Balances

Cash balance (end of May 2026, as reported)	\$252,641.00
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Checking account balance (per bank statement, 5/29/26)	\$201,847.66
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Notable Items

- The DRP received a check for the second installment of the annual property tax assessment, in the amount of \$130,000.
- No unusual activity was reported for the period. The largest disbursement was the \$25,000 Downtown Tuesday Nights sponsorship payment; spring power washing was also completed.
- Dave Herrick reviewed the proposed allocation of \$27,052.95 in combined net proceeds from the 2025 Ice Rink and Spring 2026 Green & Clean events (see Action Items). The allocation was calculated on a pro-rata basis using each fund category's share of the approved 2026 budget, with the 5% Contingency & Reserve category's share redistributed proportionally across the remaining categories. Ice Rink credit card chargeback fees (\$419.43) were allocated to the Administration category, consistent with the prior month's treatment of similar fees.

MOTION

Approve the Treasurer's Report as presented

Moved by: Ed Mojica **Seconded by:** Paul Gould

Vote: APPROVED

Stakeholder and Status Reports

The board was asked to review the written stakeholder and subcommittee status reports included in the board packet (Roseville Area Chamber of Commerce, City of Roseville Economic Development, Downtown Roseville Merchants, Parks and Recreation, Admin/Projects, PR/Marketing, Clean & Safe, and Governance/Capital Improvements/Arts & Entertainment).

Downtown Tuesday Nights – Kat Maudru

- Downtown Tuesday Nights is in full swing, with strong attendance over the first three weeks; a fourth week was underway as of the meeting. Weather has cooperated so far.
- The Kids' Zone on the 200 block of Vernon Street has been successful, with new vendors added weekly. A Kids' Market featuring youth entrepreneurs selling handmade items is planned for June 30 and July 28.
- The second-stage performance location on the 200 block held its final night, as the host business (a drum shop) is closing at the end of June rather than the previously anticipated end of July. Staff is exploring a Kids' Zone expansion to help fill the resulting programming gap.
- Board members discussed coordinating an informal outing to a future Downtown Tuesday Nights evening; Kat Maudru will circulate available dates.

No public comment.

Action Items

Action Item #1 – Ice Rink / Green & Clean Proceeds Allocation

Recommendation: Approve allocating the \$27,052.95 in combined net proceeds from the 2025 Ice Rink and Spring 2026 Green & Clean events to DRP fund categories as follows: Improvements – 18.9% (\$5,046.35); Marketing – 31.6% (\$8,410.59); Clean & Safe – 27.4% (\$7,289.17); Administration – 22.1% (\$6,306.84).

Background: Dave Herrick presented the allocation, calculated on a pro-rata basis reflecting each fund category's share of the approved 2026 budget (with the Contingency & Reserve category's share redistributed proportionally across the remaining categories). Ice Rink chargeback-related fees of \$419.43 were allocated to the Administration category.

Public comment: No public comment.

MOTION

Approve the allocation of \$27,052.95 in combined event net proceeds as presented

Moved by: Jamie Hazen **Seconded by:** Lisa Peters

Vote: APPROVED

Old or Unfinished Business

Realtor's Open House Update – Wayne Wiley

- Wayne Wiley reported on a planning meeting held with City staff and several downtown property owners and property managers regarding the upcoming Realtor's Open House.
- Notable available space discussed includes the building housing the drum shop (closing at month's end) and the former Consolidated Communications building, which represents approximately 20,000–25,000 square feet of leasable space.
- A firm date has not been set; the group is targeting August or September and discussed coordinating with a downtown community event to showcase foot traffic to prospective tenants. Suzette is developing a repeatable planning framework for future open houses.
- Gina McColl reported the City is developing a new program, not yet before City Council, to help offset tenant-improvement costs for businesses locating downtown (estimated program size in the range of \$70,000–\$75,000, expected to support three to four qualifying businesses). She will share details with the board once available.
- The board discussed continued interest in recruiting a broader mix of downtown businesses (including restaurants and a bakery), balanced against property owners' ability to accommodate those uses, as well as the ongoing challenge posed by limited liquor license availability in Placer County.
- Gina McColl noted the City's façade improvement matching program has additional funds available this year. Dave Herrick will confirm the DRP's remaining façade program budget balance (approximately \$6,400 as of the meeting) ahead of a possible future action item.

Parade Update – Stephanie Hill / Kat Maudru / Lisa Peters

- Stephanie Hill and Kat Maudru presented an update on the 2026 Holiday Parade, tentatively scheduled for Saturday, December 5.
- The board discussed adding a modest supplemental activity area in Vernon Street Town Square featuring inflatable attractions (available through a vendor, Vern, at favorable rates inclusive of staffing and insurance), intended to keep attendees downtown longer after the parade to benefit merchants, rather than substantially changing the parade itself.
- Additional ideas discussed included a children's market for young entrepreneurs (similar to the Downtown Tuesday Nights Kids' Market), a post-parade battle-of-the-bands performance, a non-motorized hay-ride-style attraction, and downtown business coupons distributed during the parade.
- Consensus favored preserving the parade's traditional, community-oriented character while adding a modest post-parade activation (tentatively 10:00 a.m.–2:00 p.m.). Stephanie Hill will finalize a plan after the Fourth of July and return with a formal action item in July.

501(c)(3) Update – Ed Mojica

- Ed Mojica presented a written summary, included in the board packet, on the feasibility of forming a parallel 501(c)(3) foundation.
- Comparable organizations reviewed include the Downtown Sacramento Foundation, the San Jose Downtown Foundation, and the Downtown Chico Business Association's planned 501(c)(3). The Downtown Sacramento Foundation, which has operated for 14 years alongside its PBID, was identified as the closest parallel to DRP.
- Discussion covered potential benefits (access to grants and tax-deductible donations not available to a 501(c)(6)), governance and administrative requirements (a legally separate board and administration), and the importance of identifying specific fundable projects and a clear mission statement before proceeding.
- The board agreed to form a subcommittee to continue exploring the concept. Ed Mojica, Dave Herrick, and Tom Carlson volunteered to participate, along with a planned follow-up conversation with the DRP's assessment consultant (Civitas) for additional perspective. No action was requested at this meeting.

Subcommittee Q2 Goals – Kat Maudru

- Governance/Admin: 501(c)(3) go/no-go decision carried forward to Q3.
- Clean & Safe: Electric shuttle service relaunched, as planned.
- Marketing: Downtown Tuesday Nights underway; work continuing on Christmas decorations, the Big Boy train event, and Sip & Shop (no confirmed date yet).
- Capital Improvements/Arts & Entertainment: Mural program progressing — the Randy Peters Catering mural is nearing completion, and murals are also in development at The Grab Lab and the Atlantic Street CMU (see written status report for full detail).

Merchant of the Month – Kat Maudru

- Kat Maudru recognized Sacramento Strings Studio, owned by Erik Williams, as Merchant of the Month (full write-up included in the board packet). Mr. Williams has operated his business and lived at the Oak Street property for approximately seven years and cited the area's walkability and character as strengths, while also raising concerns about motorcycle noise/speeding and walkability between Old Town and downtown.

New Business

None.

Miscellaneous Board Topics

- Downtown banners: A board member complimented the new seasonal street banners, noting the cohesive color palette and suggesting the DRP consider a similarly high-impact design for winter holiday banners. The board discussed the merits of a single repeating banner design versus two to three rotating variations within a unified color palette; general consensus favored keeping design changes minimal to preserve visual impact.
- Façade program: A board member requested an update on the remaining façade program budget ahead of a possible future action item, given the City's expanded matching funds. Dave Herrick will provide the current balance.
- A newer board member inquired about opportunities to get involved with a subcommittee; the group encouraged her to consider Capital Improvements, Clean & Safe, Arts & Entertainment, or Marketing.

- A board member raised concern about a dog left in a vehicle parked on Jefferson Street for extended periods in warm weather. Animal Control has responded multiple times without lasting resolution. The board discussed additional avenues, including a nuisance/disturbing-the-peace complaint to the Roseville Police Department given the ongoing barking, and agreed the board member could pursue both channels.

Adjournment

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

MOTION

Motion to Adjourn

Moved by: Ed Mojica **Seconded by:** Wayne Wiley

Vote: APPROVED

The meeting was adjourned.

Action Items & Next Steps

Action Item	Detail	Owner / Deadline
Allied Security – Vernon Street Speeding/Noise	Raise property-owner concerns (motorcycle noise and speeding on Oak Street; speeding on Vernon Street) with City traffic engineering staff and follow up with the board.	Gina McColl
Façade Program – Budget Balance	Confirm remaining DRP façade program budget balance ahead of a possible future action item, given increased City matching funds.	Dave Herrick
Realtor's Open House	Finalize date (targeting August/September) and continue coordination with City staff and downtown property owners/managers.	Wayne Wiley / Gina McColl
Tenant Improvement Incentive Program	Share details of the City's new tenant-improvement cost-offset program with the board once finalized.	Gina McColl
Holiday Parade – Full Proposal	Finalize 2026 Holiday Parade and post-parade activation plan (inflatables, vendor, and programming details) and return with a formal action item.	Stephanie Hill / July Meeting
501(c)(3) Subcommittee	Continue feasibility review, including follow-up conversation with Civitas (Carson), and report back to the board.	Paul Gould, Ed Mojica, Tom Carlson, Wayne Wiley
Jefferson Street – Dog in Vehicle	Pursue continued Animal Control follow-up and/or a disturbing-the-peace/nuisance	Lisa Peters

	complaint to RPD regarding a dog repeatedly left in a parked vehicle.	
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Minutes Approval

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

Tom Carlson, President Date: _____	Ed Mojica, Secretary Date: _____
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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.