Board of Directors Regular Meeting Minutes

Wednesday, July 22, 2026

3pm – 5pm

Randy Peters Catering

105 Vernon Street, Roseville, CA 95678

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

Tom Carlson called the meeting to order and confirmed a quorum was present. Board members and guests introduced themselves.

Meeting Attendance:

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

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

- Gina McColl (City of Roseville Economic Development) reported the City has released an economic development survey seeking feedback on City programs, the Roseville Venture Lab, and other business support; she will send the link to Kat Maudru, and it is also posted on the City website and in the Business Matters newsletter.
- Gina McColl reported completion of the Vernon Street/Atlantic Street S-Curve streetscape project. Board members and a member of the public complimented the finished improvements.

Roseville Police Department/Allied Security Update

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

Monthly Activity

- Activity levels were generally consistent with prior months. Transient activity in the parking garages has continued, concentrated around 3:30 p.m.; Allied reported moving individuals along from garage interiors with Roseville Police Department assistance.

Follow-Up – Oak Street Motorcycle Noise

- A board member followed up on a motorcycle noise and speeding concern near Oak Street, previously raised by a merchant during a prior Merchant of the Month presentation. Allied confirmed awareness of the concern and reported no additional complaints of loud music or speeding motorcycles since it was last raised.

Public Comment on Security Report

No public comment.

President's Comments – Tom Carlson

- Tom Carlson provided a progress update on the board's three annual goals: (1) 501(c)(3) formation, following a productive subcommittee meeting the prior week, is progressing toward formation within roughly two to three months; the resulting foundation could accept donations and grants even before IRS tax-exempt status is finalized. (2) The commercial vacancy initiative and Realtor's Open House are progressing toward an October event. (3) Downtown lighting, being pursued by Tom Carlson and Dave Piches, remains in vendor evaluation, with sufficient funds available.
- Tom Carlson shared a San Francisco Chronicle article naming Roseville among fast-growing California cities and featuring Downtown Tuesday Nights; he will circulate the article, and the board discussed sharing it on social media.

Approval of Regular Meeting Minutes of 6/24/26 – Tom Carlson

The draft minutes from the June 24, 2026 regular board meeting were presented for approval. A minor attendance-list correction from the prior minutes was noted and confirmed accurate.

MOTION

Approve the Regular Meeting Minutes of June 24, 2026

Moved by: MaryTess Mayall **Seconded by:** David 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 June 2026, as reported)	$334,996
Checking account balance (per bank statement, 6/30/26)	$284,202.21
Cash balance (as of meeting date, as reported)	$320,440

Notable Items

- The end-of-June combined cash figure of $334,996 includes the $130,000 second installment of the annual property tax assessment (received in June) and the DRP's savings account balance.
- The largest July disbursement to date was the $4,350 June shuttle invoice, paid July 10.
- Dave Herrick noted the DRP's savings account is not currently linked for online viewing alongside the checking account, so the reported combined cash balance relies on the last available savings figure. Reconciliation of a combined statement is a flag for Ed Mojica to confirm.
- No other unusual activity was reported for the period.

> MOTION
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> Approve the Treasurer's Report as presented
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> **Moved by:** Ed Mojica **Seconded by:** David Piches
>
> **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/Technology/Events, Clean & Safe, and Governance/Capital Improvements/Arts & Entertainment).

- Kat Maudru reported she will begin including links to the Chamber's "Friday Five" newsletter in the monthly status report.
- The Downtown Roseville Merchants Association will hold its next board meeting Monday, August 3 via Zoom, with Family Fun Night (October) on the agenda; several board members expressed interest in attending.
- The board discussed improving outreach to new merchants, including a "welcome basket" concept combining DRP and Merchants Association information; Jamie Hazen and a board member volunteered to develop the idea further for a future meeting.

No public comment.

Action Items

Action Item #1 – Hiscox Contractor Insurance Policy Renewal

Recommendation: Approve renewal of the Hiscox contractor insurance policy for Kat Maudru, at a cost not to exceed $346.

Background: Kat Maudru reported the renewal, negotiated by Mike Esparza in his absence, provides the same coverage as last year at a reduced rate. The policy covers Kat Maudru individually as a contractor; board members and officers are covered separately under the DRP's directors and officers insurance.

Public comment: No public comment.

> MOTION
>
> Approve renewal of the Hiscox contractor insurance policy for Kat Maudru at a cost not to exceed $346
>
> **Moved by:** Lisa Peters **Seconded by:** Mark Vespoli
>
> **Vote: APPROVED**

Action Item #2 – Dinner on the Bridge 2027 Implementation Contract

Recommendation: Approve contracting with Jamie Hazen for implementation of Dinner on the Bridge 2027, at a cost not to exceed $1,200 plus 5% of sponsorship revenue.

Background: Jamie Hazen presented a detailed written proposal, previously circulated to the board (see attached Dinner on the Bridge Proposal). She and Lisa Peters attended this year's City-run Dinner on the Bridge event and see an opportunity for the DRP to take over management beginning in 2027, expanding capacity from approximately 120–125 guests to as many as 200 using two rows on the Royer Park Bridge.

Event Concept

- Downtown restaurants would each contribute a course (a bite-sized appetizer, salad, entrée, or dessert), paired with local wine and beer, served family-style or passed to minimize catering complexity.
- A single lead chef, proposed to be Lisa Peters's chef, would coordinate participating restaurants given his experience and ease of collaboration.
- Proposed date: a Thursday in late April or early May 2027 (April 22, 29, or May 6 suggested), chosen to avoid Downtown Tuesday Nights and to allow restaurants extended evening hours.

Budget and Fee

- Proposed ticket price: $145 per guest, targeting 200 guests. The detailed budget, based on City historical costs and scaled for the larger event, projects total expenses of approximately $39,030 against anticipated revenue of approximately $53,460 (ticket sales and sponsorships), for estimated net proceeds of approximately $14,430.
- New costs not previously borne by the City include event insurance, liquor liability insurance, and security, since the DRP will now be the alcohol-service licensee.
- The City of Roseville Parks and Recreation Department will waive the bridge use fee and City permit fees for the first year (2027); reduced fees apply beginning in 2028.
- Jamie Hazen's proposed fee ($1,200 plus 5% of sponsorship dollars) reflects a discount from her standard rate, given her interest in the event's success.

Planning and Contingencies

- The board discussed forming a Dinner on the Bridge committee, potentially including Marketing & Events Committee members and Genevieve Loechler of Elevate PR, to support planning, sponsorship, and marketing.
- Board members expressed interest in participating in event setup and service, and in providing a meal for volunteers.
- A weather contingency plan, including a possible rain date or indoor backup location, will be developed.

Public comment: No public comment.

MOTION
Approve contracting with Jamie Hazen for implementation of Dinner on the Bridge 2027 at a cost not to exceed $1,200 plus 5% of sponsorships
Moved by: Ed Mojica **Seconded by: Mark Vespoli**
Abstain: Jamie Hazen
Vote: APPROVED

Action Item #3 – Upstream Administration Contract for Holiday Parade, Vendor Square, and Winter Funderland

Recommendation: Approve contracting with Upstream Administration for implementation of the 65th Annual Sylvia Besana Holiday Parade, Holiday Vendor Square, and Winter Funderland, at a cost not to exceed $3,500.

Background: Stephanie Hill presented a written proposal, previously circulated to the board via Kat Maudru (see attached Upstream Administration proposal). The event is scheduled for Saturday, December 5, 2026.

- Building on the board's prior direction to extend post-parade activation and keep families downtown longer, the proposal adds a new "Winter Funderland" family activity area in Vernon Street Town Square, alongside the continuing parade and an expanded Holiday Vendor Square (including a children's vendor area).
- The City of Roseville has confirmed it will not charge for road closures this year, an approximately $9,000 savings; Stephanie Hill will forward the City's written confirmation.
- New programming includes an expanded battle-of-the-bands element involving local high school bands and the Citrus Heights community band, judged along the parade route.
- Kaiser Permanente and Sutter Health, prior sponsors of the ice rink and parade respectively, will be approached to co-sponsor Winter Funderland so it can be offered to children at no charge; event insurance is included in the proposed cost.
- Winter Funderland is proposed to run from approximately 9:30 a.m. to 1:30 p.m., opening before the parade begins (parade start approximately 10:00–10:15 a.m.).

Public comment: No public comment.

MOTION
Approve contracting with Upstream Administration for implementation of the Sylvia Besana Holiday Parade, Holiday Vendor Square, and Winter Funderland at a cost not to exceed $3,500
Moved by: Lisa Peters **Seconded by:** Jamie Hazen
Vote: APPROVED

Old or Unfinished Business

Realtor's Open House Update – Wayne Wiley

- Wayne Wiley was unable to attend; Gina McColl reported on his behalf. Summer and Suzette continue to lead planning for the Realtor's Open House, coordinating outreach to property owners and merchants. Gina will request a consolidated written update for the board.
- The event is targeted for late October, potentially coinciding with Family Fun Night (tentatively October 29) to showcase community engagement to prospective tenants and investors; a firm date has not been finalized.
- Planning has included development of a promotional video featuring merchants and property owners, with production planned for August and an advertising push in September.

501(c)(3) Update – Ed Mojica

- Ed Mojica reported the newly formed 501(c)(3) subcommittee met with Civitas (Carson) the prior week and made significant progress; formation of a parallel foundation now appears achievable within roughly two to three months.
- Once formed, the foundation could accept donations and grants even before IRS tax-exempt determination is finalized. The structure is intended to allow the foundation to serve as a vehicle for

- tax-deductible donations and grants supporting DRP-aligned projects, while the DRP (a 501(c)(6)) continues to focus on core maintenance and services.
- A draft mission statement was proposed: "The Downtown Roseville Foundation supports the preservation, revitalization, and cultural vitality of historic downtown Roseville as a thriving, welcoming public gathering place for all who live, work, and visit our community."
- Civitas's proposal to guide the formation process, included in the board packet (dated July 16, 2026), covers Secretary of State filing fees (approximately $650), a professional monthly fee of $3,500 plus a $2,000 setup and administrative charge, and preparation of initial corporate policies.
- Board members raised questions about ongoing annual costs (for example, statement of information filings and IRS Form 990) and how initial formation costs would be funded across DRP budget categories; no allocation decision was made.
- The board discussed governance considerations, including a proposed board composition drawing on community members with financial and marketing expertise in addition to DRP board representation.
- Ed Mojica will continue working with Civitas and bring a more detailed framework, including comparable-organization examples and funding-category guidance, to a future meeting.

Subcommittee Q3 Goals – Kat Maudru

- Governance/Admin: Focus on 501(c)(3) implementation and identifying and developing community partnerships; the board is reconsidering the direction of this goal given cost barriers previously encountered with open-space landowner outreach.
- Clean & Safe: Undertake a security services review.
- Marketing: Continue Downtown Tuesday Nights and begin planning enhanced Christmas decorations and lighting (lighting has moved under Capital Improvements).
- Capital Improvements/Arts & Entertainment: Continue the Atlantic Street mural program, courtyard art discussions, and downtown lighting evaluation.

Merchant of the Month – Kat Maudru / MaryTess Mayall

- MaryTess Mayall, DRP board member and Director of Blue Line Arts, presented Blue Line Arts as Merchant of the Month. Blue Line Arts, a nonprofit arts organization on Vernon Street since 2008, is celebrating its 60th anniversary this year, with an anniversary exhibition opening August 15, 5:00–7:00 p.m., open to the public. The organization also leads the DRP's public art program (rotating gallery shows and public art projects since 2019) and reported ongoing challenges with transients accessing its shared alleyway with Tower Theatre and litter thrown from the adjacent parking structure.
- Kat Maudru also recognized Mike's Bikes (formerly Roseville Cyclery) as Merchant of the Month. Mike's Bikes, part of a roughly 50-location California and Colorado chain, has operated on Vernon Street for three years and reported strong satisfaction with the district's growth, interest in expanding involvement with Bike Fest, and identified parking as its primary challenge, since customers want to park directly in front though nearby structured parking is available.

New Business

Public Art Updates – MaryTess Mayall

- An agreement for a mural on the Atlantic Street CMU wall (behind Old Town Pizza) has been finalized and sent to the City of Roseville; artist selection is the next step.
- The Randy Peters Catering mural, by artist Madeline Joan Templeton, is being redesigned to complement the restaurant's new concept following wall repairs.
- The Grab Lab mural, by artist Matt Trammel, is in design development, moving toward a design more representative of downtown Roseville.

- The Traffic Garden project, a bike-safety learning area using a decorated shipping container near the roundabout, received a positive signal from City discussions ahead of the July 15 City Council presentation; next steps will define public-art parameters with the Department of Alternative Transportation.
- Blue Line Arts intends to add a mural to its own facade, pending completion of a lease update and stucco repair with the City.
- Additional opportunities discussed: revitalization of the faded mural on the West House building, contingent on a change in ownership since the property remains for sale; potential mural work on Old Town Pizza's shared courtyard wall; and a temporary hanging art installation in the 316/courtyard plaza area, similar to installations seen in Denver and Old Town Auburn.

Miscellaneous Board Topics

- Board policies: Kat Maudru reported that Doug Wagemann shared a set of approximately 29 template nonprofit board policies (including anti-harassment, banking, code of conduct, conflict of interest, and record retention policies) for the board's consideration. The board discussed reviewing them in smaller batches, having Civitas (Carson) and the City Attorney (Michelle Scheinberger) review for consistency with DRP's bylaws, and potentially adding a DEI statement (often required for grant eligibility) and cybersecurity/AI-use guidance, raised by a guest given the DRP's growing fund balances and future donor data. No action was taken; Kat Maudru will follow up with Civitas.
- Rotary speaking invitation: Mike Esparza has invited a DRP representative to speak to the Roseville Rotary Club, tentatively in August or September; details to be finalized.
- Downtown Tuesday Nights: Board members thanked Kat Maudru and Jamie Hazen for a well-organized, well-attended event the prior evening despite extreme heat, and discussed adding a second shade structure over the town square lawn as a possible Capital Improvements project, potentially coordinated with the City's planned splash-pad rehabilitation.
- Jefferson Street parking: Board members discussed removing the one-hour parking signage on Jefferson Street, since it is not enforced and does not reflect current conditions; Gina McColl will coordinate removal with the City. The board also discussed possible no-overnight-parking restrictions in the area, in coordination with the City's homeless outreach unit.
- Former museum/Consolidated Communications building: Gina McColl reported the building remains in escrow, not yet sold; a due-diligence and inspection period is ongoing, with closing possible by year-end. The buyer's plans for the building (renovation versus teardown) are not yet confirmed.
- Old Town Pizza is expected to open in August, per the City; a firm date has not been confirmed.
- Electric shuttle update: Kat Maudru reported strong passenger interest and positive rider feedback and is awaiting updated ridership data from the shuttle operator for a future report. One social media comment questioned the shuttle's limited service area; staff will consider how to respond.
- Tenant improvement incentive program: Gina McColl reported the City is finalizing a new redevelopment incentive program (approximately $126,000 available) offering rebates or credits, up to $50,000 per project, against City fees for qualifying downtown redevelopment and tenant-improvement projects. The program is expected to go before City Council in September; Gina will share details with the board and coordinate with the Realtor's Open House and business-recruitment efforts once finalized.

Adjournment

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

MOTION Motion to Adjourn **Moved by:** Dave Herrick **Seconded by:** Lisa Peters **Vote: APPROVED**

The meeting was adjourned.

Action Items & Next Steps

Action Item	Detail	Owner / Deadline
Hiscox Insurance – Renewal	Execute renewal of the Hiscox contractor insurance policy for Kat Maudru, not to exceed $346.	Kat Maudru / ASAP
Dinner on the Bridge – Contract Execution	Execute contract with Jamie Hazen for implementation of Dinner on the Bridge 2027, not to exceed $1,200 plus 5% of sponsorships. Form a Dinner on the Bridge planning committee and develop a weather contingency plan.	Jamie Hazen + Lisa Peters / Ongoing
Holiday Parade/Winter Funderland – Contract Execution	Execute contract with Upstream Administration for the Sylvia Besana Holiday Parade, Holiday Vendor Square, and Winter Funderland (December 5, 2026), not to exceed $3,500. Pursue Kaiser/Sutter co-sponsorship of Winter Funderland; confirm City road-closure fee waiver in writing.	Stephanie Hill / Ongoing
Realtor's Open House	Finalize October date (potentially coinciding with Family Fun Night) and provide a consolidated written update to the board.	Wayne Wiley / Gina McColl
501(c)(3) Subcommittee	Continue feasibility review with Civitas (Carson), develop a detailed framework and comparable-organization examples, and determine funding source for formation costs.	Ed Mojica / Next Meeting
Board Policies Review	Send the Doug Wagemann policy templates to Civitas (Carson) for initial review; determine which policies to prioritize and involve the City Attorney as needed.	Kat Maudru / Ongoing
Jefferson Street – Parking Signage	Coordinate removal of unenforced one-hour parking signage with the City; evaluate no-	Gina McColl / Ongoing

	overnight-parking option with City homeless outreach unit.	
Electric Shuttle – Ridership Report	Obtain updated ridership data from the shuttle operator and bring a report to a future meeting.	Kat Maudru / Next Meeting
Tenant Improvement Incentive Program	Share final program details with the board once approved by City Council (expected September); coordinate with Realtor's Open House planning.	Gina McColl / September
Rotary Speaking Invitation	Finalize date for a DRP representative to speak to the Roseville Rotary Club.	Tom Carlson / August–September

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.