

Stakeholders and Subcommittee Status Reports 9/23/26

Stakeholder Reports

Roseville Chamber of Commerce:

[Chamber News - Roseville Area Chamber of Commerce](#)

City of Roseville –Economic Development Department:

Invest in Downtown Roseville with new Development Impact Fee Credit

Developers and business owners can receive up to \$50,000 in impact fee credits for qualifying residential, mixed-use, or commercial projects aligned with the [Downtown Specific Plan](#).

Applications open in October, and additional incentives like fee deferrals and rebates are available.

[Learn more](#)

Roseville invests \$15 million to support small business growth

In partnership with local banks, the City of Roseville is investing \$15 million through the Roseville Advantage Financing Program to help local small businesses access capital for expansion and job creation.

[Learn more](#)

Get a taste of Roseville’s rising food scene

Are you passionate about food and curious to discover up-and-coming culinary talent?

Join us for the Roseville Rising Culinary Showcase on Thursday, Oct. 1, 5–7:30 p.m. at the Randy Peters Catering and Event Center.

Sample creative cuisine from emerging food entrepreneurs and meet the founders behind the food. Open to the public; tickets are \$39 and registration is limited.

[Learn more](#)

Join the VETS Academy entrepreneur program

Apply for the six-week VETS Academy program designed for military veterans and other aspiring entrepreneurs. Receive hands-on training, expert mentorship, and practical tools to launch or grow a business. Space is limited to 10 participants.

[Learn more](#)

Check out the [Roseville Venture Lab calendar](#) for other events and programs

Downtown Roseville Merchants:

- Planning is underway for Family Fun Night. The event is on October 29, 2026 from 4:00-8:00 pm on Vernon Street and in the Town Square. (see flyer in board packet)

Parks and Recreation:

- October 3rd - Bacon & Brew, 5-9pm; Location: Vernon Street Town Square/ S. Grant Street; Street Closures: S. Grant between Oak and Vernon, 12-11pm
- October 4th - Worlds Worst Vintage Market 10am-6pm, Location: Vernon Street Town Square/ S. Grant Street; Street Closures: S. Grant between Oak and Vernon, 6am-9pm
- October 8th - Food Truck Mania, 5-8pm; Location: Vernon Street Town Square/ S. Grant Street; Street Closures: S. Grant between Oak and Vernon, 3-10pm
- October 10th - Bombshell Market, 5pm-9pm; Location: Vernon Street Town Square/ S. Grant Street/ Vernon St; Street Closures: S. Grant between Oak and Vernon; Vernon St between Taylor and Washington, 12-10pm
- October TBD - Traxx Oktoberfest, 11am-6pm; Location: TBD; Street Closures: TBD
- October 24th - Latino Leadership: Dia De Los Muertos Event, 2pm-6pm; Location: Vernon Street Town Square/ S. Grant Street/ Vernon St; Street Closures: S. Grant between Oak and Vernon; Vernon St between Taylor and Washington, 8am-8pm
- October 29th - Family Fun Night, 4-8pm; Location: Vernon Street Town Square/ S. Grant Street/ Vernon St; Street Closures: S. Grant between Oak and Vernon; Vernon St between Taylor and Lincoln St, 8am-8pm
- October 31st - 3rd Annual Dia De Los Muertos Event, 12pm-7pm; Location: Vernon Street Town Square/ S. Grant Street; Street Closures: S. Grant between Oak and Vernon; Vernon St between Taylor and Lincoln St, 9am-9pm

Status Reports

Admin/Projects:

- The 501c3 subcommittee is planning to meet on Articles of Incorporation

PR/Marketing, Technology, Events:

- See social media marketing report in board packet

Clean and Safe:

- Clean and Safe is going to have another Community Clean Up Day. Looking at either the 1st or 2nd Saturday in November. This will not be an action item as Clean and Safe has quite a few supplies and shirts leftover from the clean-up day earlier this year.

Governance, Capital Improvements, Arts & Entertainment:

During the last month, the Capital Improvements Committee has put its focus on several projects:

- Fine-tuning final issues related to new mural installations with Blue Line for Randy and Lisa Peters' restaurant on Vernon Street, as well as Mark Vespoli's building facing Atlantic Street. In addition, Blue Line is coordinating Art and Mural installations with the City on its plans for the Bike Park on the currently vacant Oak Street lot. Portions of the funding of these mural projects will be from Capital Improvements.
- The committee is also looking into possibility of adding additional market lighting to the streetscape with consideration of hanging new lighting between existing light standards.
- In addition, the committee has been reviewing plans with the City for required maintenance of the Vernon Streetscape features that were installed in 2002.
- Many of the Light Standards and Benches and other features are ripe for freshening up with repairs and paint.
- In addition, a City/DRP sponsored Facade Grant in the amount of \$10,000 was made to Tower Properties for improvements to 200 Vernon Street.

Public Art Projects Update: September 2026

- City of Roseville

Agreements were finalized and the City of Roseville made a selection for the project from a roster of mural artists. After the agreement is co-signed, the artist will begin working on the Design Concept(s) for City approval. It is anticipated that the mural can be completed by October 31, 2026.

- Randy Peters Catering

The artist is securing her materials and it is anticipated the mural will be completed by October 31, 2026.

- The Grab Lab

A Design Concept has been agreed upon and the proper paperwork is in the process of being obtained to submit an application for a Minor Design Review Permit with the City of Roseville.

- Traffic Garden

A site visit was conducted and preliminary plans are being made for a shipping container mural and retaining wall painting. The Traffic Garden is scheduled to open in May of 2027.

- Blue Line Arts

\$20,000 has been secured between fundraising efforts and DRP match for this project. Blue Line Arts was updated that its lease is in the queue to be reviewed by the City of Roseville, which any agreements are required to be completed before stucco repair conversations can begin.