



Board of Directors Regular Meeting Minutes

Wednesday, September 23, 2026

3pm - 5pm

Randy Peters Catering

105 Vernon Street, Roseville, CA 95678

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

Vice President Lisa Peters called the meeting to order and presided in the absence of President Tom Carlson.

Meeting Attendance:

DRP Board	Guests
Tom Carlson – President	x Paul Gould – Member
x Lisa Peters – Vice President	x Gina McColl, City of Roseville
Dave Herrick – Treasurer	x Genevieve Loechler – Elevate
x Ed Mojica – Secretary	x Ben Collins, Allied
x Kat Maudru – Operations	x David Allen, Roseville Urban Forest Foundation
x Jamie Hazen – Member	x Doug Wageman – Property Owner
x Dave Piches – Member	x Ruxandra Vidu, Romanian Community Center
x MaryTess Mayall – Member	x Abigaila Budac, Romanian Community Center
x Frank Van Sant – Member	x Dan Marius Jar, Romanian Community Center
Mark Vespoli – Member	x Vasu Vallurupalli, Placer Robotics
x Wayne Wiley – Member	x Kevin Tabaska, Placer Robotics
	Stephanie Hill

Public Comment

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

Roseville Urban Forest Foundation Mural (David Allen)

- David Allen introduced the Roseville Urban Forest Foundation (RUFF), a nonprofit that has promoted the city's tree canopy for over 30 years. RUFF partners with the City on park, library, and open-space plantings and supports Roseville Electric's shade tree program.
- RUFF plans to paint a mural to raise its visibility. The project is conceptual. RUFF is seeking a wall, and downtown is a preferred location. Dave Piches has met with RUFF to discuss sites.

- The idea follows the salmon life cycle mural that RUFF volunteers helped paint with the Dry Creek Conservancy near Royal Park. That muralist, the City arts staff, and Blue Line Arts have offered support. The board welcomed future updates.

Board Member Announcements

- MaryTess Mayall announced the Blue Line Arts Gallery Gala on Saturday, October 10, 5:30 to 9:00 p.m., at Randy Peters Catering. The event features live and silent auctions. DRP is a sponsor, and two sponsor tickets remain for board members.
- Lisa Peters shared a Rotary meet-and-greet in the district the following evening at 6:30 p.m.
- Wayne Wiley noted that board members may attend the Roseville Rising Culinary Showcase on October 1 at Randy Peters Catering as Venture Lab sponsors. Last year's event drew over 200 people.
- A board member noted that, per the City Attorney's Brown Act guidance, public comment is reserved for members of the public. Beginning next month, board member announcements will move to Miscellaneous Board Topics.

Roseville Police Department/Allied Security Update

Presenter: Ben Collins (Allied Universal)

Parking Garage Activity

- Overall activity is unchanged from last month. Most activity occurs in the parking garages between 3:00 and 8:00 p.m., when schools release. Allied has concentrated its patrols there.

Threads Break-In

- Threads was burglarized early Sunday morning. The front window was smashed, and merchandise and cash were taken from the register.
- Staff will contact the RPD sergeant assigned to downtown and visit Threads. Allied will also contact RPD and stop by Threads. A board member will check nearby businesses for camera footage. RPD maintains a video camera registry that may identify participating cameras.

Board Questions – Garage Loitering

- A board member observed that the garage report repeats each month. Vehicles bypass empty floors to gather on the upper levels. The board asked whether a different approach could work.
- Allied reported that it doubles back and walks the floors to show presence, but the same groups return after patrols leave. Allied will ask RPD for added presence.
- Board members noted that RPD patrols lack a consistent schedule because calls for service take priority. Members suggested deterrents such as playing music. Allied noted that keeping the top level open lets patrols check it.
- Gina McColl thanked Allied and noted that two other cities are adopting the DRP security model.

No public comment.

Vice President's Comments – Lisa Peters

- Lisa Peters raised a sightline hazard where the alley crosses Lincoln Street near the Salvation Army and the new apartments. Large vehicles parked at the curb block drivers' view of cross traffic.
- She will address DRP support of the District 2 campaign under New Business.

Approval of Regular Meeting Minutes of 08/26/26 – Lisa Peters

The draft minutes from the August 26, 2026 regular board meeting were presented for approval. The board thanked Jamie Hazen for recording the August meeting. One member abstained due to absence from the August meeting.

MOTION

Approve the Regular Meeting Minutes of August 26, 2026

Moved by: __ Wayne Wiley **Seconded by:** __ Lisa Peters **Abstain:** _ Ed Mojica **Vote:** APPROVED

Treasurer's Report – Lisa Peters (for David Herrick)

Lisa Peters presented the financial update on behalf of Dave Herrick, who was absent. Key figures and discussion points:

Account Balances

Cash balance (as of September 16, 2026)	\$249,332.82
Checking (August 31, 2026 bank statement)	\$266,265.07
Savings account (as of June 2026)	\$50,976.00

Notable Transactions

- The \$10,000 façade grant payment for 200 Vernon Street will be processed this week. It is not reflected in the current statements.
- The QuickBooks monthly fee increased from \$75 to \$85.

MOTION

Approve the Treasurer's Report and financials

Moved by: __ David Piches **Seconded by:** __ Jamie Hazen **Abstain:** _____ **Vote:** APPROVED

Stakeholder and Status Reports:

The board was asked to review the written status reports included in the board packet. Attachments provided. Discussion points:

- Clean & Safe will hold another Community Clean Up Day on the first or second Saturday in November. Leftover supplies and shirts will cover costs, so no action is needed.
- The 501(c)(3) subcommittee is scheduling a meeting on bylaws and articles of incorporation.

City Development Impact Fee Credit (Gina McColl)

- The new program offsets development impact fees by up to \$50,000 per project for qualifying residential, mixed-use, or commercial redevelopment. It supplements, and does not replace, the joint City/DRP façade program.

- Projects must be consistent with the Downtown Specific Plan, which includes Old Town and the Riverside area. Credits are tied to building permits. Available funding of roughly \$130,000 should support three to four projects. Applications open in October.
- Examples of qualifying projects include Old Town Pizza and the affordable senior housing planned at 505 Royer. Wayne Wiley noted the Realtor's Open House will help launch the program. Gina asked board members to share the program with interested businesses and property owners.

No public comment.

Action Items

Note: Action Item #2 was heard first to accommodate the presenters' schedule.

Action Item #1 – Sponsorship: Placer Robotics League Nights

Recommendation: Approve sponsorship of Placer Robotics League Nights at a cost not to exceed \$4,000.

Background: Vasu Vallurupalli and a colleague presented on behalf of Placer Robotics, a student-led 501(c)(3) based at 643 Vernon Street. This is the organization's third year downtown.

Program Growth

- Competition teams: 240 students on more than 50 teams from 35 to 38 schools, up from fewer than 100 students three years ago. Roseville schools account for most participants.
- Summer camps: over 310 campers, about 30% growth over last year. About 20 high school and college students worked as paid staff. Placer Robotics provided \$5,000 in summer camp scholarships.
- Outreach: RISE workshops serve Title I communities, and an annual Girl Power workshop is scheduled. The organization reaches about 2,500 students annually.
- Regional: Placer Robotics will host the first statewide plastic combat robotics championship in April (venue to be determined). It is working with Sierra College on a new modular regional arena.
- Hours: During competition season the lab is open weekdays from about 4:00 to 10:00 p.m. and all day on weekends.

Use of Funds and Recognition

- Funds support Middle School League Nights (grades 7 to 8) on October 29, December 3, January 14, and February 4, from 5:00 to 9:00 p.m., with 100+ attendees each. Funds also support three outreach workshops (grades 4 to 6), each costing about \$1,000.
- DRP will be recognized as a Platinum sponsor on the website, team shirts, and event banners at regional competitions.

Board Discussion

- The board asked what exposure DRP receives and confirmed DRP funded the 2025 Robotics Summer Smash at \$4,000. The sponsorship will be charged to Marketing & Events.
- Gina McColl noted the program's draw to the east end of Vernon Street and its potential workforce pipeline to local advanced manufacturers.
- A board member asked about other downtown spaces for expansion. A nearby warehouse was considered but needs accessibility upgrades.
- The board asked Placer Robotics to bring merchandise for board members. Placer Robotics will display a DRP banner at its events.

Public comment: No public comment.

MOTION

Approve sponsorship of Placer Robotics League Nights at a cost not to exceed \$4,000

Moved by: __Ed Mojica Seconded by: __Wayne Wiley Abstain: _____ Vote: APPROVED

Action Item #2 – Sponsorship: Romanian Festival

Recommendation: Approve sponsorship of the Romanian Festival at Vernon Street Town Square on September 26 at a cost not to exceed \$5,000.

Background: Ruxandra Vidu (Vice President), Abigail Budac (President), and Dan Marius Jar (Sports Director) presented on behalf of the Romanian Community Center of Sacramento (RCCS), an all-volunteer nonprofit.

- The free festival runs from 12:00 to 9:00 p.m. It moved from Royal Park, which it outgrew, and is in downtown Roseville for the first time. Organizers expect more than 6,000 visitors.
- Highlights include a 26-member folk ensemble from Cluj-Napoca, Romania, California-based Romanian artists, and traditional food. The festival marks RCCS's 25th anniversary and several Romanian cultural anniversaries.
- Vernon Street to Lincoln Street and South Grant Street will close, following the Downtown Tuesday Nights layout. Vendors will line the street, with seating in the plaza. A KCRA 3 segment and a social media video have promoted the event.

Board Discussion

- Members noted the request arrived three days before the event. DRP would gain little marketing exposure, and the festival would proceed with or without DRP funds.
- Members noted that some merchants, including Monk's Cellar, were unaware of the street closures.
- DRP sponsorships rarely exceed \$1,000. Funds will come from Marketing & Events and reduce what remains for other requests.
- Lisa Peters moved to support the festival at \$1,000 because it will bring thousands of visitors downtown. RCCS committed to submit future requests months in advance.
- Follow-up: Genevieve will send the DRP logo. Ed Mojica will deliver the DRP banner on Saturday for the stage backdrop and coordinate its return.

Public comment: No public comment.

MOTION

Approve sponsorship of the Romanian Festival on September 26, 2026 at a cost not to exceed \$1,000

Moved by: Lisa Peters Seconded by: __Wayne Wiley Abstain: _____ Vote: APPROVED

Action Item #3 – Contract: Jamie Hazen Consulting, Merchant and Property Owner Spreadsheet

Recommendation: Approve contracting with Jamie Hazen Consulting to review, update, and maintain the Downtown Property Owners and Merchants Spreadsheet at a total cost not to exceed \$1,440 for 12 months.

Background: The existing spreadsheet is about five years old, and no one is responsible for updating it. Accurate data is needed for the website directory, the Realtor's Open House, the @the Grounds partnership, welcome

packets, mural outreach to property owners, and rapid notice to merchants (such as street closures). A paid database effort about ten years ago did not succeed.

- Proposal: \$45 per hour, beginning October 5, 2026. Initial setup not to exceed 10 hours. Ongoing maintenance not to exceed 2 hours per month.
- Method: walking the district and speaking with merchants, supported by volunteer block ambassadors. Jamie Hazen noted the initial setup may take two months rather than one.

Board Discussion

- Members agreed the work is needed and asked that ongoing maintenance be built into the 2027 Administration budget rather than requested each year.
- The board requested quarterly updates and a shared Google Sheet. Elevate will update the website from the spreadsheet.
- The board amended the request to cover October through December 2026 only. The 2027 amount will be set during budget discussions.

Public comment: No public comment.

MOTION

Approve contracting with Jamie Hazen Consulting to review, update, and maintain the existing Downtown Property Owners and Merchants Spreadsheet at a total cost not to exceed \$540 for three months (October through December 2026)

Moved by: __Ed Mojica **Seconded by:** _Lisa Peters **Abstain:** _Jamie Hazen **Vote:** APPROVED

Action Item #4 – Partnership: @the Grounds

Recommendation: Approve a partnership with @the Grounds to make event participants aware of the District at a cost not to exceed \$2,000 per year.

Background: Kat Maudru presented. @the Grounds approached DRP with a \$2,000 annual package after earlier one-off proposals proved costly.

Package Benefits

- Placement on the "What's Around @the Grounds" webpage and a planned interactive area map.
- Rotational digital signage in the Roebbelen Center and on the event wayfinding marquee, plus an on-site 33" x 81" banner.
- Inclusion in the monthly e-newsletter, monthly social media promotion reaching 40,000+ people, attendee FAQ materials, video at the information booth, and a location for handouts.

Reach

- Last year @the Grounds hosted 219 events with 254,582 attendees. The Roebbelen Center was in use 157 days, with potential visitor reach of 152,000+.
- In 2026, its social media has 9,200 followers and a 4.29% engagement rate. Its emails have a 42% open rate.
- Volleyball and other tournament families often have short breaks between games. Downtown is three minutes away and offers free garage parking.

Board Discussion

- Members asked that the DRP listing link to the merchant directory or a clickable map so visitors can find specific restaurants and shops.
- Ed Mojica suggested requesting metrics and treating the first year as a trial. Tom Carlson had previously confirmed funds are available.
- Kat Maudru will confirm the start date, possibly after the website update. Any partial-year start will be pro-rated. She will coordinate handouts and QR codes with Genevieve.

Public comment: No public comment.

MOTION

Approve a partnership with @the Grounds to make event participants aware of the District at a cost not to exceed \$2,000 per year

Moved by: __Lisa Peters Seconded by: __Jamie Hazen Abstain: _____ Vote: APPROVED

Action Item #5 – Sponsorship: The Arc of Placer County “New Ground Art Show”

Recommendation: Approve sponsorship of The Arc of Placer County’s “New Ground Art Show” fundraiser at a cost not to exceed \$200.

Background: Kat Maudru presented. The Arc of Placer County serves adults with intellectual and developmental disabilities. The art show is in its 15th year and its first year at the organization’s new address, 522 Vernon Street. The event is November 6, 2026, 5:00 to 8:00 p.m., with 200+ guests expected. Funds will rent tables. DRP will be recognized on printed materials and event signage.

Public comment: No public comment.

MOTION

Approve sponsorship of The Arc of Placer County’s “New Ground Art Show” on November 6, 2026 at a cost not to exceed \$200

Moved by: __Wayne Wiley Seconded by: __Lisa Peters Abstain: _____ Vote: APPROVED

Old or Unfinished Business

501(c)(3) Update

The subcommittee’s scheduled meeting with the formation consultant did not take place because the consultant had an emergency. The subcommittee is close to holding its bylaws discussion and will reschedule.

Parade Update (Stephanie Hill, absent)

An inflatable bounce area will be added as a supplemental attraction, open before the parade until after it ends. Stephanie Hill is seeking sponsors to cover the remaining cost. The DRP contribution was approved previously.

Dinner on the Bridge Update (Jamie Hazen)

- The first planning meeting took place Monday at Randy Peters Catering. Attendees included Randy and Lisa Peters, Old Town Pizza, The Fig Tree, Traxx, and La Tesh. Monk’s Cellar and Shady Coffee sent regrets but remain interested.
- Participants will email name suggestions for the event. The group discussed adding an art show on the bridge with MaryTess Mayall.

- Responses from other merchants have been limited. One restaurant may have changed owners. Jamie Hazen and participating merchants will follow up in person. The board may invite Old Town or other Roseville restaurants if needed, but the event remains downtown-focused.
- In prior years the City sold tickets and contracted Randy Peters Catering to produce the dinner. DRP aims to grow the event.
- The next planning meeting will be scheduled by email.

Welcome Packet Update (Jamie Hazen / Kat Maudru)

- Components: a welcome letter from Tom Carlson and the merchants association president (draft under review), a resource list (City Economic Development, façade grant program, Chamber, merchants website, Allied), and the City's quarterly downtown events calendar.
- Packets will be printed and hand-delivered to businesses that opened in 2026. Gina McColl suggested searching new business license filings by street to identify them.
- A prototype will be presented next month.

Merchant of the Month (Kat Maudru)

No merchant responded this month.

Subcommittee Q3 Goals (Kat Maudru)

Kat Maudru reviewed the quarterly goals Doug Wichman prepared for the board. Q3 ends in September.

- Administration: The 501(c)(3) go/no-go decision is complete. A new relationship is in process with @the Grounds.
- Clean & Safe: The security service review may move to Q4.
- Marketing & Events: Downtown Tuesday Nights is complete. Enhanced holiday decorations and lighting are in progress.
- Arts & Entertainment: One Atlantic Street mural awaits the artist's materials, with completion targeted by October 31. A possible open courtyard art installation remains under discussion.
- Capital Improvements: Under-canopy signage, art installation, and vacancy monitoring remain on the list.

New Business

DRP Support of the District 2 Campaign (Lisa Peters)

Lisa Peters asked whether DRP could support the District 2 campaign. The board reviewed guidance that a PBID generally may not endorse candidates or ballot measures. PBIDs are treated as public entities under state campaign finance and ethics rules, which bar the use of public resources to support or oppose candidates or measures. No action was taken. Gina McColl encouraged members to research the candidates and vote.

Miscellaneous Board Topics

Parks & Recreation Coordination (Lisa Peters)

- Lisa Peters scheduled a meeting with Parks & Recreation on October 9 at 9:00 a.m. The goal is to support and enhance existing City events rather than duplicate them. Board members may join.
- Merchants report they no longer receive notice of street closures, which block parking and employee access. This issue will be raised at the meeting.

- Merchants at the Dinner on the Bridge meeting questioned the value of food truck events and raised interest in entertainment zones like those in Lincoln, Auburn, and Sacramento. Members noted an entertainment zone requires rezoning and ABC approval and is a larger discussion. The board will invite merchants to attend board meetings.

Realtor's Open House (Wayne Wiley)

- The event is October 29, 2:30 to 5:00 p.m. (main program 3:00 to 5:00 p.m.), primarily at the Roseville Venture Lab. It is a DRP event and overlaps by design with Family Fun Night.
- City building and Parks & Recreation staff, realtors, and property owners will attend. Materials will cover grants, incentives, and the permit process. A marketing video is nearly complete. Outreach will use the Chamber, the Sacramento Chamber, the City's Business Matters newsletter, the DRP website, and realtor networks. All materials can be reused for future events.
- Wayne asked board members to attend and share the event with their contacts. A member suggested inviting business brokers. Genevieve is preparing the flyer.

Tree Lights and Bacon & Brew (Kat Maudru)

- Tree lights will be installed the week of October 19.
- DRP has 12 sponsor tickets to Bacon & Brew on Saturday, October 3, 5:00 to 9:00 p.m., at Vernon Street Town Square.

Traffic Garden (MaryTess Mayall)

The City facilities department donated an 8-foot by 40-foot shipping container for the traffic garden. Blue Line Arts plans a large mural on it. Site work has begun, and the traffic garden is scheduled to open in May 2027.

City Board Seat (Wayne Wiley)

Wayne Wiley informed the board that he is considering stepping down because of a departmental realignment. Gina McColl would fill the City seat. The decision is not final. The board will discuss the transition at the December annual meeting, with a change likely at the start of the year.

Action Items & Next Steps

Action Item	Detail	Owner / Deadline
Placer Robotics Sponsorship	Issue approved \$4,000 Platinum sponsorship for Middle School League Nights (10/29, 12/3, 1/14, 2/4) and outreach workshops. Request DRP recognition on website, shirts, and event banners.	Dave Herrick / By Sept 30
Romanian Festival Sponsorship	Issue approved \$1,000 sponsorship to the Romanian Community Center of Sacramento. Send DRP logo. Deliver DRP banner for the stage on September 26 and retrieve it after the event.	Dave Herrick, Genevieve, Ed Mojica / Sept 26
Merchant and Property Owner Spreadsheet	Execute contract with Jamie Hazen Consulting, not to exceed \$540, October 5 through December 31, 2026. Use a shared Google Sheet. Provide quarterly updates.	Kat Maudru + Jamie Hazen / Oct 5

Action Item	Detail	Owner / Deadline
Spreadsheet Maintenance in 2027 Budget	Include ongoing spreadsheet maintenance in the 2027 Administration budget.	Dave Herrick + Board / Budget Meeting
@the Grounds Partnership	Contact @the Grounds to confirm start date, pro-rate any partial year, and request performance metrics. Coordinate handouts, QR codes, and directory link with Elevate.	Kat Maudru + Genevieve / ASAP
Arc of Placer County Sponsorship	Issue approved \$200 sponsorship for the New Ground Art Show, November 6, 2026, 522 Vernon Street.	Dave Herrick / By Oct 30
Threads Break-In Follow-Up	Contact RPD downtown sergeant. Visit Threads. Check nearby cameras and the RPD camera registry.	Allied + Kat Maudru / ASAP
Garage Patrols	Ask RPD for added presence in the parking garages during the 3:00 to 8:00 p.m. window.	Allied / Next Meeting
501(c)(3) Bylaws	Reschedule subcommittee meeting with consultant to address bylaws and articles of incorporation.	501(c)(3) Subcommittee / Next Meeting
Dinner on the Bridge	Collect event name suggestions. Schedule next planning meeting. Follow up in person with unresponsive merchants.	Jamie Hazen + Lisa Peters / Next Meeting
Welcome Packet	Finalize welcome letter with Tom Carlson and merchants president. Present prototype packet.	Jamie Hazen + Kat Maudru / Next Meeting
Parks & Recreation Coordination	Meet with Parks & Recreation on October 9 at 9:00 a.m. Raise merchant street-closure notification.	Lisa Peters / Oct 9
Realtor's Open House	Hold event October 29, 2:30 to 5:00 p.m., Roseville Venture Lab. Board to attend and share with contacts. Invite business brokers.	Wayne Wiley + All Board / Oct 29
City Board Seat Transition	Discuss transition of the City seat from Wayne Wiley to Gina McColl.	Board / December Annual Meeting

Adjournment

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

MOTION

Motion to Adjourn

Moved by: __Ed Mojica **Seconded by:** __Lisa Peters **Abstain:** _____ **Vote:** APPROVED

The meeting was adjourned.

Minutes Approval

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

Lisa Peters, Vice President

Ed Mojica, Secretary

Date: _____

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.