



Board of Directors Regular Meeting

Wednesday, July 22, 2020
3:00p.m. – 4:30p.m.

Please join our virtual meeting by clicking on the link below. A reminder to please be on mute when not speaking.

meet.google.com/nvx-cmry-jvu

Call to Order/Introductions – Mark Vespoli, President at 3:00pm

Members Present: David Herrick, Dave Brown, Mark Vespoli, Tom Carlson, Jamie Hazen, David Piches, Wayne Wiley, Lisa Peters

Not Present: None

Others Present: Stephanie Hill, Wendy Gerig, Holly, Kathy Barsotti, Brook Abrames, Rob Klein

Public Comment (*limited to 2 minutes each* - for all items on or not on Agenda)

- Brook Abrames of BlueLine Arts - Problems of Mural project of 105 Lincoln
Start date of Mural program is August 6th
Discussions about Murals including signage and the length of time Mural stays up.

Roseville Police Department Update

- None

President's Comments - Mark Vespoli

- City is paying for restaurant decks

Approval of Regular Meeting Minutes from 6/24/20 Regular Meeting - Mark Vespoli

Motion to approve – Dave Piches and Dave Brown. Approved by all

Treasurer's Report – David Herrick

- Review of Financials/Budget
 - July \$248,824.79 is the bank balance
- Approval of Financials
 - Approved by Mike Esparza and Dave Piches. Approved by all.

Action Items

- In anticipation of a potential equal sharing partnership with the City of Roseville to offer another round of Facade Grants, recommend that the DRP allocate \$30,000 to continue the Facade Grant program – Wayne Wiley/Mark Vespoli
 - Allocated \$50,000 in first year. The DRP is going to contribute \$20,000 and the city will provide \$30,000 – total is \$50,00
 - Approved by Tom Carlson, and Lisa Peters. Approved by all.
- Recommend allocating funds for outdoor seating out decks and shade structures for Vernon Street at a cost not to exceed \$20,000. – Mark Vespoli
 - Since the city is offering to pick up the cost of the decks. It would be good to have the DRP contribute tents and shade structures. Committee needs to discuss shade structure costs.
 - Motion created by Lisa Peters to pay up to \$20,000 for shade structure, 2nd by Dave Piches. Approved by all. Jamie Hazen no vote.

New Discussions

- 316 Patio Lighting Options – Wayne Wiley
 - Discussion on the different brightness of the lights. Wendy preferred the dimmer lights.
- New Banner Update – Wayne Wiley
 - Banners will be fabricated next week and installed soon after.
- Time parking restriction changes update – Rob Klein/Mark Vespoli
 - Surveyed the parking and there are 4 new parking times in the district.
- Halloween Drive Through For Merchants – Lisa Peters
 - Idea to do drive through for kids instead of kids walking. DRM is not planning family fun night. We will decide next month.
- Holiday Parade Update and Discussion – Steph Hill
 - No body knows what is going on with the Holiday parade, but we are proceeding with the hope that it will go on at this time. City is planning, but not confident that it will happen. Potential costs for Stephanie Hill is \$4,000 plus city costs of \$3,500. Sponsors offset costs. Decision will be made in Mid October.

Status Reports

Admin/Projects – Kat Maudru

- Window clings installed at Ninja building. Power washing will be happening on side streets too this year.

Clean and Safe – Dave Brown

- Curious about an annual report from Private security firm.

Governance, Capital Improvements, Budget – Dave Piches/Jamie Hazen

- Most of the projects have already been implemented or manifested in to something that the City has taken over.
- Gateway was damaged by a car accident – what is the status of repairs? Rob Klein is looking into it.

PR/Marketing, Technology, Events/Outreach – Lisa Peters/Jamie Hazen/Holly Klein

- Holly – newsletter and website. Increases of web traffic by 35%. Added a tab to the website for people to sign up for newsletter. Working on streamlining it and updating the directory. Blog is being updated based on COVID updates from the Governor. Social media we surpassed 14,000 followers.

Arts/Entertainment Sub-Committee – Mark Vespoli

- Nothing to report

Stakeholder Reports (Please keep reports brief - 3 minutes)

- City of Roseville – Wayne Wiley - nothing to report
- Roseville Parks and Recreation - Kathy Barsotti - nothing happening yet
- Roseville Chamber of Commerce - Wendy Gerig - Wendy is out
- Downtown Roseville Merchants – Jamie Hazen - Jamie is out

Motion to Adjourn Lisa Peters and Dave Brown at 4:35pm

NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 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.

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 the Downtown Roseville Partnership at 916-771-4475 at least 48 hours prior to the meeting.