



## Board of Directors Regular Meeting

Wednesday, August 26, 2020  
3:00p.m. – 4:30p.m.

Please join our virtual meeting via the zoom information below. A reminder to please be on mute when not speaking.

<https://us02web.zoom.us/j/87626311333?pwd=T1hBQWsvRmVHYkYjMTMh3QzE1NFR2UT09>

Meeting ID: 876 2631 1333

Passcode: 186035

One tap mobile

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Passcode: 186035

**Call to Order/Introductions** – Mark Vespoli, President @ 3:06pm

**Members Present** – David Herrick, David Piches, Tom Carlson, Lisa Peters, Jamie Hazen, Mark Vespoli, Dave Brown, Kat Maudru, Wayne Wiley

**Not Present** – None

**Others from Public present** – Geoff Sakala, Liz Krohn, Jocelyn Maddux, Mary Towne, Tom Gallahue, Geneve, Wendy Gerig, Scott Blynn, Michael Luna

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

**Dave Piches** – asked Wayne for the status of repair of the gateway monument. Parks Dept is overseeing the repair. Status update will come later.

### **Roseville Police Department Update**

Officer Luna – Company changed to Allied Dispatch (916)426-5278 [michael.luna@aus.com](mailto:michael.luna@aus.com)

Oct 1<sup>st</sup> Allied will be issuing parking citations, not just warnings.

RPD officer Scott Blynn – reminded about citations. They were issuing about 6-10 warnings day. 200 block is the frequent offender.

Increased transient near the chamber of commerce building, they are putting a plan together.

### **President's Comments** - Mark Vespoli

Umbrella are in with our DRP logos. We may need to purchase additional Umbrella stands for future use. PromoteMe donated their profit on this with a \$1,500 credit on future products.

**Approval of Regular Meeting Minutes from 7/22/20 Regular Meeting - Mark Vespoli**  
Tom Carlson approved and Dave Piches 2<sup>nd</sup>.

**Treasurer's Report – David Herrick**

- Review of Financials/Budget – added a new category on the budget.
- Approval of Financials

Approved by Tom Carlson, and 2<sup>nd</sup> by Dave Brown

### **Action Items**

- Recommend sponsorship of the Salvation Army Roseville's Christmas Food Basket campaign at a cost not to exceed \$5,000 – Kat Maudru/Liz Krohn/Tom Gallahue
  - last year we donated \$2,100 for holiday food. The need is greater this year, so they are requesting \$5,000 this year. The funds will be used within this zip code.
    - Mike motion to donate \$5,000. David Brown 2<sup>nd</sup>.
- Recommend sponsorship and execution of a Halloween Drive Through event on Vernon Street at a cost not to exceed \$5,000 – Lisa Peters/Jamie Hazen
  - DRM had always done family fun night. So they decided to a drive through trick or treating event on 10/29. Start and Taylor and Atlantic and work their way down Vernon with Merchants giving a little baggy of treats.
    - Motion made by Mike Esparza to approve contingent to the city approval. 2<sup>nd</sup> by Dave Piches.
- Recommend payment of Kat Maudru's Contractor Insurance at a cost not to exceed \$500 – Mark Vespoli
  - Motion approved by Dave Herrick and Dave Piches. Abstain by Mike Esparza

### **New Discussions**

- ClickSpring changes – Jeff Sakala/Mary Towne
  - Holly is no longer working with ClickSpring. ClickSpring is merging with Elevate (headquartered in downtown Roseville). The two organizations would be working together on the DRP projects. Mary will be attending our meetings in the future.
- Parking Citations – Scott Blynn
  - Already mentioned earlier
- Holiday Parade Update and Discussion – Steph Hill
  - Not present at the meeting, but she sent info to Kat. Still waiting to hear the new rules, but the parade is moving forward with the hope that it will happen.
- Oktoberfest on Vernon Street – Jamie Hazen
  - The thought is to use the 200 and part of 300 block to have an outdoor event this fenced off to ticket purchasers and merchants only. They plan to keep within the social distancing rules. Asking for funds from DRP. tentative date is 2<sup>nd</sup> Saturday in October.
- DRP in Placer Wine & Ale Trail Guide – "Explore Roseville" section – Jamie Hazen
  - Jocelyn Maddux is talking about the guide to promote downtown

Roseville. The committee will work together on this.

- Promote Me – \$1500 in umbrella order promotion – Mark Vespoli
  - Already discussed.

### **Status Reports**

- Admin/Projects – Kat Maudru
  - New Day Porter stuff sent and reviewed pressure washing areas.
- Clean and Safe – Dave Brown
  - Talked about an update on security to report on progress.
- Governance, Capital Improvements, Budget – Dave Piches/Jamie Hazen
  - Mural project delayed due to COVID, weather and smoke.
  - Mark Vespoli talked about highlighting that parking in the garage is free.
  - Wayne talked about decorating the decks.
- PR/Marketing, Technology, Events/Outreach – Lisa Peters/Jamie Hazen
  - Went over the news letter and online stats. Things are looking good and there is room for improvement. The outdoor dining decks engaged a lot of people online.
- Arts/Entertainment Sub-Committee – Mark Vespoli
  - Already discussed.

### **Stakeholder Reports (Please keep reports brief - 3 minutes)**

- City of Roseville – Wayne Wiley
  - Consider heavier duty umbrella stands. Looking into more umbrellas. Post office relocating. 300 and 200 are being change to 2 hour parking.
- Roseville Parks and Recreation - Kathy Barsotti
  - Working on Turkey trot (virtual run). Also working on neighborhood santa, yet unsure how it will work. Tree grove, and tree lighting is in the works somehow “never say die” attitude to try to get fun things to happen.
- Roseville Chamber of Commerce - Wendy Gerig
  - Unable to talk on Zoom.
- Downtown Roseville Merchants – Jamie Hazen
  - Nothing to report.

### **Motion to Adjourn**

Mike to adjourn, second by David Herrick at 4:55

### **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.