



Board of Directors Regular Meeting

Wednesday, September 23, 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>

Members Present: Mike Esparza, Mark Vespoli, David Herrick, Dave Piches, Dave Brown, Wayne Wiley, Kat Maudru, Lisa Peters (showed up at 3:50)

Members not present: None

Other in attendance: Mark Melville, Nathan Cox and Chrystal Rose, Eric Dexter, Mary Towne, Hallie Romero, Scott Blynn, Geneveve Topoll, Stephanie Hill, Loraigh Selga, Brook Abrames.

Call to Order/Introductions – Mark Vespoli, President at 3:03pm

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

Eric Dexter: Update on the arches from car accident damage. The city is not asking for funding assistance at this time. The arch is still going to be repaired, but the wrought iron fencing is already fixed.

Roseville Police Department Update

Officer Scott Blynn – security company changed, but the security officers remain the same. Pepper spray of an aggressive homeless person. Often guards ask people to leave the parking structure for doing drugs or other issues. Woman taking pictures on top of parking structures. Contacted homeless people camping under bridge.

Mark Melville – Statistics of downtown patrol: trespassing is the main issue, but there are many other types of calls.

Security is on patrol from 9am to 9pm. Each day is one officer on duty. Security officers patrol surrounding areas as well.

David Herrick – asked about renewal of the contract and if it had an increase. Slight increase from year to year. Majority of the costs is covered by the city.

Crystal Rose (Day Porter) asked about Haman House. Many problems with the house.

President's Comments - Mark Vespoli – “We are Roseville” masks from PromoteMe to used for driveby Halloween event. We have a \$1,500 credit with PromoteMe. So no costs to the DRP. Crystal Rose said flyers have been distributed to the district.

Approval of Regular Meeting Minutes from 8/26/20 Regular Meeting - Mark Vespoli

Approved by Dave Piches, 2nd Wayne Wiley.

Treasurer's Report – David Herrick

- Review of Financials/Budget – cash balance end of Aug \$236,096
 - September – normal transactions.
 - Budget – getting close on some categories, but have not used reserve funds yet.
 - Discussion of banners to leave the “we are Roseville” banners up for a while longer.
- Approval of Financials – approved by Mike Esparza 2nd Dave Piches

Action Items

- Recommend approving a one year extension of the Day Porter contract between the DRP and the Gathering Inn in an amount not to exceed \$60,000 – Mark Vespoli
 - Current year was \$55K and we came under that this year.
 - Renewal
 - Discussion about working hours with the security patrol. Day porters go in infrequent hours.
 - Both Day porters are invested and committed in the community.
 - Motion – leave the budget as is. Mike Esparza 2nd David Herrick
- Recommend contracting with Accurate Cleaning for a 2nd 2020 power washing that will include district side streets (with businesses only) at a cost not to exceed \$6200 – Kat Maudru
 - Pressure washing has been good on Vernon, but we are considering some side streets.
 - Last run was on June 30th. Mikes recommendation to do it after Halloween event (first week of November not to exceed \$6,200)
 - Motion – Mike Esparza, 2nd Dave Piches
- Recommend that the DRP contract with Blue Line Arts commission artists to paint 5 concrete barriers surrounding the patios with engaging and relevant designs, at a cost not to exceed \$9,000 – Wayne Wiley
 - Brooke says that the cost is \$10 per square foot. She will be opening up a call to artists for this program. Will work with the business owners on input.
 - Motion – Mike Esparza, 2nd David Herrick
- Recommend inclusion of DRP and district businesses in the 2020-21 Placer Wine & Ale Trail Guide and Website at a cost not to exceed \$3,500 – Lisa Peters
 - Discussion about the budget, which says that we have enough money to account for this. Jocelyn says that there is not a deadline for publication.
 - Motion – not to exceed \$2,700 Lisa Peters, 2nd Wayne Wiley.
- Recommend sponsorship of Placer Breast Cancer Foundation Paint Placer Pink event at a cost not to exceed \$1,000 - Hallie Romero
 - October is Breast Cancer awareness month. Many events have been postponed. New event idea “Paint Placer Pink” partnered with many merchants and downtown restaurants.
 - Motion not to exceed Lisa Peters, 2nd David Piches (Mike Esparza

abstain)

New Discussions

- Security presentation – Dave Brown
 - Already done
- Drive through Halloween event update – Wayne Wiley/Lisa Peters/Kat Maudru
 - 600 cars/tickets for a drive thru event. Reaching out to Merchants to gage participation.
- Holiday Parade update – Steph Hill
 - Final decision on holiday parade will be made by Oct 15th
 - Poll says 75% would participate (floats). Waiting on City to decide if it is possible.
 - So far it is a go. We will make a decision.

Status Reports

- Admin/Projects – Kat Maudru
 - Tree lights are a problem, power washing, crystals new shirt, etc.
- Clean and Safe – Dave Brown
 - Already covered
- Governance, Capital Improvements, Budget – Dave Piches/Jamie Hazen
 - Nothing to report
- PR/Marketing, Technology, Events/Outreach – Lisa Peters/Jamie Hazen/Elevate/ClickSpring
 - Reported on web traffic
- Arts/Entertainment Sub-Committee – Mark Vespoli
 - Already covered

Stakeholder Reports (Please keep reports brief - 3 minutes)

- City of Roseville – Wayne Wiley
 - Post office is open, another round of PPE
- Roseville Parks and Recreation - Kathy Barsotti
 - Turkey trot is virtual, ginger bread contest and tree grove still happening, North pole stroll around Mahany park, neighborhood santa is being expanded.
- Roseville Chamber of Commerce - Wendy Gerig
 - Round table discussion will take place
- Downtown Roseville Merchants – Jamie Hazen
 - Not present

Motion to Adjourn Motion by Mike Esparza, 2nd David Herrick

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.