



Board of Directors Regular Meeting

Wednesday, October 27, 2020
3:00p.m. – 4:30p.m

Randy Peters Catering & Event Center, 105 Vernon Street, Roseville

Members Present: Mike Esparza, Mark Vespoli, David Herrick, Dave Piches, Dave Brown, Wayne Wiley, Kat Maudru, Lisa Peters

Members not present: None

Other in attendance: Rob Cline, Geneveve Topolo, and Wendy Gerrig.

Call to Order/Introductions – Mark Vespoli, President at 3:04pm

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

Roseville Police Department Update
Not present

President's Comments - Mark Vespoli

Mark is termed off of the board until Dec 2020. Bylaws have been changed to allow changes to occur without 50% approval from member approval.

Approval of Regular Meeting Minutes from 9/23/20 Regular Meeting - Mark Vespoli
Approved that Jamie was not present at last months meeting. Dave Piches and Wayne Wiley.

Treasurer's Report – David Herrick

- Review of Financials/Budget - Bank statement ending cash \$214,983.69. Discussion about day porter costs possibly exceeding the budgeted costs. Also discussed Marketing budget being close to maxed out.
- Approval of Financials – Approved by Mike Esparza, 2nd Tom Carlson. Abstain Lisa Peters

Action Items

- Recommend adoption of amended bylaws dated 2/19/2020. Membership voted and vote was counted on 6/24/2020. The majority voted in favor of amending our

- current bylaws. – Kat Maudru
 - Delayed since March 2020. Approved by Mike Esparza, 2nd Lisa Peters.
- Recommend change of address on amended bylaws to “City of Roseville”, adopt amended bylaws (with only the address change) dated 10/28/2020. – Kat Maudru
 - Approved by Lisa Peters, 2nd Dave Piches
- Recommend payment of DRP Directors and Officers Insurance for 11/23/2020 – 11/23/2021 at a cost not to exceed \$1,166.00 – Mike Esparza
 - Covered by Mike Esparza and explained by Mike Esparza. Mark Vespoli says that The bylaws talks mentions that the dollar amount of \$5,000. Approved by Lisa Peters. 2nd by Tom Carlson. Mike Esparza Abstain.
- Recommend allocation of a supplemental sum for use if needed to execute DRP’s Trick or Treat Drive-Thru event, at a cost not to exceed \$500. – Jamie Hazen
 - Split the street closure cost with the Blue Line arts because of the barrier murals. Much of the candy costs were donated, but Candy costs were underestimated. Street closure was \$800. Approve by Mike Esparza, 2nd Tom Carlson.
- Recommend contracting with Sierra Display to change out existing DRP banners to holiday banners, then replace existing banners at a cost not to exceed \$1,100 – Wayne Wiley
 - Keep the “We are Roseville” banners up during the holidays except for the side streets. Lisa recommends leaving the banners and investing the money into garlands or something else festive. Motion by Lisa Peters, 2nd Mike Esparza to bypass the banner cost and evaluate another way to invest the money.

New Discussions

- Drive through Halloween event update – Wayne Wiley/Lisa Peters/Kat Maudru
 - 500 cars, 18 Businesses contributing. Salvation Army is passing out coupons. Cars will have “we are Roseville” ticket on their dashboard. Time frame is 4pm-7pm, still need volunteers to help. Volunteers to meet at 3pm at parking lot across the street from 105 Noshery. Rob Kline offered some PPE.
- Holiday Parade update – Steph Hill
 - Stephanie is not present, Kat is talking about the doing something as an alternative to the parade. Date is 11/21/2020. Stationary parade floats with people walking. We are still waiting on approval from the city.
- Capital Improvement projects – Dave Piches
 - Directional signs. Fix gateways, continue façade grant program with the city, augment landscaping downtown with help of RUFF, hang lights on Lincoln between Vernon and Atlantic, plaque program with the help of the Roseville Historic society, fix up Atlantic street,
 - Façade grant exhausted all \$50K, the city is interested in reinvesting in it again.
 - DRM talked about increasing parking garage signage.

- DRP Donations Flyer – Mark Vespoli
 - Other cities like Ocean Beach does fliers to advertise the community. We ought to consider creating fliers to ask for donations.

Status Reports

- Admin/Projects – Kat Maudru
 - Power washing is happening 2 times coming up.
 - Street lights are continuing to be an issue. The outlets are an issue. Rob Kline says that Dexter is surveying the electrical outlets, and replugging in lights. GFI's are blown in many cases. Kat is asking if Parks and Rec can prioritize this? Rob and Wayne will be working on it.
 - Kat says gateway sign has lights are mostly out.
 - Leaf blowing is handled by the city and may need another cleanup. City is blowing leaves twice a month starting in November.
 - Wendy's lights are on now.
- Clean and Safe – Dave Brown
 - Dave Brown has nothing new to update.
- Governance, Capital Improvements, Budget – Dave Piches/Jamie Hazen
 - Already reported.
- PR/Marketing, Technology, Events/Outreach – Lisa Peters/Jamie Hazen/Elevate /ClickSpring
 - Elevate PR handles our social media – general updates.
- Arts/Entertainment Sub-Committee – Mark Vespoli
 - Painting the K-rails as well as the trick or treat event.
 - Murals – have been completed (2 in the district), with the exception of The Place (alley side), which has been delayed. Monks Atlantic side mural is proposed.

Stakeholder Reports (Please keep reports brief - 3 minutes)

- City of Roseville – Wayne Wiley
 - Discussion about banners. RFP for old post office – the developer changed their plans. Looking to close by March of 2021. The old court house – hoping for a housing project, multi unit houseing. City will demo the building in the next few months.
 - No movement on the old firehouse building, The city may take back the building because of a lack of hitting benchmarks.
- Roseville Parks and Recreation - Kathy Barsotti

- Not much to report, events will take place on a much smaller basis.
- Roseville Chamber of Commerce - Wendy Gerig
 - Wendy left early.
- Downtown Roseville Merchants – Jamie Hazen
 - Merchants – small business day (11/28). Time and Space has closed, and Hub Church occupied with their admin offices.
 - Santa picture on the decks. Santa in a bubble.
 - Merchants want to change parking from 2 hour to be 15 or 30 minutes instead.
 - Kat – Next Board meeting can be early december to combine Nov and Dec. Next mtg is 12/9/2020.

Motion to Adjourn **Motion by Mike Esparza 2nd by Tom Carlson.**

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.