



Board of Directors Regular Meeting Minutes

Wednesday, January 27, 2021
3:00p.m. – 4:30p.m.

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

<https://us02web.zoom.us/j/84191099070?pwd=V1NZcmErOE9takVQMkpweThZRi9VZz09>

Meeting ID: 841 9109 9070

Passcode: 285758

Call to Order/Introductions – Dave Piches, President @ 3:05pm

Members Present: Kat Maudru, Jamie Hazen, David Herrick, Dave Piches, Dave Brown, Wayne Wiley, Lisa Peters

Others in attendance: Kathy Barsotti, Scott Blynn, Rob Cline, Jana Cervantes, Wendy Gerig, Mary Towne, Geneveve Topoli, Doug Blake

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

Kat: Financial meeting minutes were not included in the agenda so it cannot be voted on yet.

Roseville Police Department Update

RPD – Doug Blake stepping in active captain. Focus on improving the Harding Corridor. Results for the speed trailer are not yet available. Waiting on data. Parking garage is speeding is still a problem. RPD now have cameras that can read license plates. Allied Security also helps out with the garage. RPD will continue to monitor.

Officer Scott Blynn – Recommend closing the top floor after hours to discourage bad activity. Allied Security often kicks people out of there. Parking enforcement is active. Sited by Allied Security. Will follow up the traffic data on speeding. SSU has been dealing with loud homeless people.

Jana Cervantes will report on speed data. Average speed was 25-30 and that means that changes will not be necessary.

President's Comments – Dave Piches – thanks to Dave Herrick on the work on the budget. Also help to Dave Brown for assisting in the budget.

Thanks to Mike Esparza for the notes. Overall we have a very diverse board with multiple talents. Looking forward the future.

Approval of Regular Meeting Minutes from 12-9-20 – Dave Piches

Comments from Jamie Hazen – needs to change from agenda to minutes. Correct name listed on the minute. Motion by Jamie Hazen 2nd Dave Brown – approved by all.

Treasurer's Report – David Herrick

- Review of Financials/Budget recommendation to move Annual report from Marketing \$ to Admin. Budget updated with positive carryover dollars. Motion by Dave Brown, 2nd Jamie Hazen
- Approval of Financials Motion to approve December by Wayne Wiley, 2nd Dave Brown – approved by all.

Action Items

- Recommend 2020 (and beyond) Annual Report costs be moved from Marketing to Administration Category – David Herrick moved in the motion above
 - Recommend contracting with either MarketSharePR or Elevate for creation of 2020 Annual Report at a cost not to exceed \$5,000 – Kat Maudru Kat – (Geneveve and Mary will recuse themselves) Elevate bid is offering a bids at \$1,800 or \$2,000. MarketShare PR is \$4,500. Lisa Peters motion to accept option A (not to exceed \$2,000), 2nd by Dave Brown – approved by all. Dave Brown recommends sending a thank you to Krista Bernasconi for her work on it in prior years.
 - Recommend contracting with Seale Signs for the addition of one more cling at 120 Vernon Street at a cost not to exceed \$170 – Kat Maudru Owner of the building is asking if the door can also be covered. Mike Esparza is asking if a tenant is pending. It does not appear so. Motion by Dave Herrick, 2nd by Lisa Peters – approved by all.
- Geneveve and Mary have rejoined the meeting

New Discussions

- Downtown Pedestrian Improvement Project – Jana Cervantes
 - Wayne introduced Jana where the DRP is partnering with a plan to find a safe solution for pedestrians crossing Vernon near Randy Peters catering. Jana Cervantes – Downtown Safety project is a plan to make the downtown area more pedestrian friendly. The hope is to get a plan installed in Spring of 2021. Review of many of the crosswalks and install flashing lights at pedestrian signs as well as fresh street paint. The signs will be radar detected or ped push button.
 - Pedestrian crossing in front of Randy Peters – going to be adding additional signage and flashing pedestrian sign as well as fence. The round about plan is a few years out, so this is a good plan for right now. The fencing plan is estimated about \$5,000. The plan it is to get people crossing the street in one spot rather than multiple spots on Vernon.
- Tree light and arch light repair update – Rob Cline/Wayne Wiley

- Rob Cline – tree lights repairs with 19 total outlets have been fixed. Dexter is still replugging in the lights
- Downtown entry sign damage is hoping to be completed in April. Waiting on approval. Unknown if the damage is being paid for by the driver who caused the damage.
- Leaf Blowing will be twice a month, and have been going on some of the side streets.
- Time Capsule damage will be replaced within the next month.
- Lisa's list of discussion topics – Lisa Peters
 - How can the DRP work better with the city?
 - Find out what the next 3-5 year plan is for the downtown for the city. The Downtown specific plan vision was discussed by Wayne Wiley. It is expected to be updated in October 2021. Wayne will try to put together something sooner.
 - Mike asked if it is possible to get an update on the current plan. Wayne and Rob can give a presentation.
 - The fire station plan was not able to attract a university so the city is now looking at taking back the property then demo the building and open it up to a RFP for development. Timeline for demo will be will occur throughout the year.
 - Lisa Peters – Wanting to know if it is possible to get a heads up on new businesses entering the downtown. It is understood that some stuff is confidential. Wayne says that he will try to preface us with some future plans.
 - Wayne – post office building development has been held up a little bit. But things should be further along better, The city will take back if things do not move along faster. The project plan will be a mixed use retail and residential.
 - Wayne – City cannot move back into buildings at this time because of the covid positivity rate. Waiting for the tier to be lower. Could be several weeks. Sierra College is also waiting on lower tier.

Consolidated building (200 Vernon) is for sale and but Dave Herrick has not heard about any strong interests for purchase yet. Consolidated employees will be working from home indefinitely or will be in the other/smaller Consolidated building. Employees may not return to mid to late 2021.

Wayne mentioned several new businesses coming to downtown.

Wayne is recommending surveys to merchants to find out how the DRP and city can help.

- Additional outdoor restaurant decks – Wayne Wiley
 - Apart café is requesting additional deck in front of their space. Apart owner is offering to pay for it. There are some issues with more decks in that area.
- Façade Grant update – Wayne Wiley
 - \$50,000 from City to the DRP in 2 increments coming soon.
 - Rob Cline - 500 Vernon plan for a new business (store/market) with a nice façade plan.
- Traffic discussion – city representative
 - Covered early by Jana Cervantes
- Addition of new board members – Kat Maudru
 - We currently have 9 board members. Room for 2 more board members.
- Placer County Grant – Dave Brown
 - Grant is no longer available. If we have future plans, we should look into more grants.
- Prioritizing goals for Capital Improvement Projects for feedback – Dave Piches
- Grant writer – Wayne Wiley

(Mike had to leave. Jamie Hazen stepped in to take notes for the remainder of the meeting)

Status Reports

- Admin/Projects – Kat Maudru
 - New Years cards mailed to the property owners list and emailed to the DRP and DRM database
- Clean and Safe – Dave Brown
 - No new updates at this time
- Governance, Capital Improvements, Budget – Dave Piches/Jamie Hazen
 - Discussed earlier
- PR/Marketing, Technology, Events/Outreach – Lisa Peters/Jamie Hazen/Elevate
 - Geneveve reviewed the social media stats. The Click rate continues to increase as well as followers on Facebook, Instagram, and Twitter.
- Arts/Entertainment Sub-Committee – Mark Vespoli
 - Nothing new at this time

Stakeholder Reports (Please keep reports brief - 3 minutes)

- City of Roseville – Wayne Wiley
 - Wayne brought up the security guard budget and asked at what level the DRP plans to contribute.

Wayne suggested times be added to agenda items to keep on track and ensure each agenda item can be discussed adequately.
- Roseville Parks and Recreation - Kathy Barsotti
 - Kathy Barsotti couldn't stay on Zoom for the entire meeting but sent a message in the chat to everyone that the City is not planning any spring or summer events at this time. Staff will continue to monitor regulations and hope for some fall activities.
- Roseville Chamber of Commerce - Wendy Gerig
 - Wendy stated the Chamber formed a 501c3 nonprofit. She asked if DRP is eligible to apply for PPP loans? Lisa Peters, David Herrick and Kat Maudru will look into this.
Rob Cline stated the City and Chamber received a grant in the amount of \$200,000 from the Placer Impact Grant. The money will be used to purchase gift cards from Roseville and Granite Bay restaurants to be handed out to front line workers.
- Downtown Roseville Merchants – Jamie Hazen
 - Jamie reported the DRM held their annual meeting on January 20th. Officers were elected and they added new board members with new enthusiasm. Downtown Tuesday Nights is not being planned this year due to the state of the pandemic.
One of the restaurant owners is looking into a restaurant package/meal subscription where someone would pay a specific amount of money and receive a meal for two once per week, perhaps with wine or beer. This idea is still in the research phase.

Motion to Adjourn @5:10pm

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.