



**Board of Directors Regular Meeting
Minutes**

Wednesday, February 24, 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 @3:03pm

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

Others in attendance: Laura Matteoli, Steph Hill, Officer Jeff Beigh, Rob Cline, Geneveve Topoli and Mary Towne, Wendy Gerig

Public Comment (limited to minutes each – for all items on or not on Agenda) Laura Matteoli look into Roseville Electric to see if Vernon and Taylor can be lighted better.

Thanking DRP for vibrant downtown.

Reminder that outside dining was to used for emergency outside dining platform. Need a formal written proposal moving forward.

Dave Piches – the outdoor dining was a good thing, so we to keep them.

Mike Esparza – outside dining can stay during the emergency shut down.

Lisa Peters – they have been awesome.

Mark Vespoli – weather is the factor in people using the outdoor.

Stephanie Hill – 60th annual holiday parade is in the planning. Not requiring commitment of money but trying to move forward.

Roseville Police Department Update (please limit to 5 minutes)

Jeff Beigh – touching base because he is involved in beat 3. Anything that they can do?

Lisa Peters talked about the rock being thrown through the window and also thanked RPD.

Mike Esparza – talked about 501 vernon having disturbing people come around.

Wayne Wiley – Security Contract is renewing next month. Asking a report on crime statistics.

President's Comments – Dave Piches

Approval of Regular Meeting Minutes from 1-27-21 and from 1-13-21 Special Finance meeting

– Dave Piches

Approved by Lisa Peters, 2nd by Dave Brown. Approved by all. Abstain by Mark Vespoli and Tom Carlson.

Special Mtg Minutes – Approved by Dave Brown, 2nd by Dave Herrick. Approved by All.

Treasurer's Report – David Herrick

- Review of Financials/Budget – Cash balance \$130,808. We also just received the additional \$23K of late assessments. 2020 total \$213,791.71 Assessments. 2019 - \$225,877. Wayne will check on the difference.
- Wayne Wiley asked if we received the \$25k money from Advantage Roseville.
- Mike Esparza – Asked for the total assessment income for 2020.
- Approval of Financials Motion by Mike Esparza, 2nd by Mark Vespoli. Approved by All. Tom Carlson is asking for them to get together to sign the tax return.

Stakeholder Reports (Please keep reports brief - 3 minutes each)

City of Roseville - Wayne Wiley – Wayne and Dave Brown exploring different grants and PPP loan options. They are still investigating options

Roseville Parks and Recreation - Kathy Barsotti – not much to report. Comedy night and wizard fun run were planned but now canceled. Looking forward to 4th of July, but probably not an official parade, but rather a possible stationary parade. Planning as if there is no covid.

Also researching many other options that are not quite ready to report on yet.

Roseville Chamber of Commerce - Wendy Gerig

Chamber of commerce – not much to report on from the chamber. Chamber and Rotary – because Rotary is going to be buying gift cards and distributing for downtown Roseville.

Downtown Roseville Merchants – Jamie Hazen
DRM meeting was short – QR code cards for information about the School of Rock or some restaurant discounts. It is a neat idea to promote the downtown merchants.

Action Items

- Recommend the DRP support the establishment of wrought iron fencing at the corner of Atlantic and Vernon Streets at a cost not to exceed \$4,000 - Wayne Wiley

Dave Piches says the program is still pending and may not need DRP funding

New Discussions

- Downtown Roseville Specific Plan Presentation – Wayne Wiley
 - Rob and Wayne presentation on Downtown specific plan “Reimagine Roseville: timeline recap of developments as well as future projects.
 - Kat asked if we could incorporate this into the DRP newsletter.
 - Dave Piches asking about tower theatre – Wayne says that it is still in contract which lasts through this year. 2021 the city will find another operator.
- Downtown Valet Parking – Wayne Wiley
 - Rob Cline – Valet program is part of the parking management plan. There was some interest, mostly restaurants. Needs more interest.
- Façade Grant Program Additional Funding - Wayne Wiley
 - Wayne – requested \$25k from the city and another \$25k to contribute to the façade grant program.
 - Rob mentioned 3 businesses that are applying for façade grants. 3 others are pending.
- SWOT – Dave Brown
 - Dave Brown – Strengths, weakness, Opportunities, and Threats. review of SWOT report sent to board.
 - Strengths** – strong commitment from the city, good partnership with businesses and DRM. Central location, old buildings, parking, day porters, and pressure washing, etc.
 - Weaknesses** – island between park and railyard which interrupts flow. Fewer old building. Not the right types of businesses to attract more people. Crown of the street. Vacant theatre. Consolidated will be empty soon. Various vacant buildings. No clear vision. No plan for local hotels. Challenge with communicating with out of area building owners. Moratorium on some businesses. Tattoo shops are not allowed in downtown district. We may need to consider allowing them in moderation in the future.
 - Opportunities** – option to regional arts and entertainment district, latino based emphasis, tower theater to be used, vacant buildings are also an opportunity, façade grants, other funding sources, partner with the grounds, outdoor dining.
 - Threats** – fountains, covid, consolidated communications leaving, lack of funds, declining conditions will be fewer property owners, many owners aren’t buying into our vision, west Roseville pulling people away, who cares about downtowns?, traffic flow impacts. Homelessness and vandalism.

Kat is asking what we do with this information. Lisa and Dave will decide what we do with this. Dave Piches – this comes the 1st step in goals and projects.

Status Reports

(3 minutes each)

Admin/Projects - Kat Maudru [clings and newsletter updates](#). Looking for another board member or 2. Next meeting will hope to be in person.

Wine and elevate trail guide is coming along. Need a new group picture.

Clean and Safe - Dave Brown

Governance, Capital Improvements, Budget - Jamie Hazen, Dave Piches [Dave Piches talking to historical society and trying to find out what is happening with the phone museum](#).

PR/Marketing, Technology, Events - Lisa Peters, Jamie Hazen, Elevate Arts/Entertainment – Mark Vespoli [Geneveve highlighting social media reports through a power point](#). Metrics are consistent. Facebook followers are growing.

Motion to Adjourn

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.