



**Board of Directors Regular Meeting
Minutes**

Wednesday, March 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 @3:06

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

Not Present: Tom Carlson,

Others in attendance: Liz Krohn, Steph Hill, Officer Jeff Beigh, Rob Cline, Geneveve Topoli and Mary Towne, Tara Brennan, Kathy Barsotti, Wendy Gerig, Bruce Houdeshedt

Public Comment (limited to minutes each – for all items on or not on Agenda)

Roseville Police Department Update (please limit to 5 minutes)

Officer Jeff Beigh – winks fitness update on their problems by improving street lighting and touched base with the business. Expecting an increase in activity as the city enters in the lower tier.

President's Comments – Dave Piches

Dave Piches – reached out to the historic society to create some interest in the district. Also discussion with BlueLine about continuing the mural program.

Approval of Regular Meeting Minutes from 2-24-21 – Dave Piches

Motion by Mark Vespoli, 2nd Dave Brown. Approved by all.

Treasurer's Report – David Herrick

- Review of Financials/Budget bank balance discussion as mentioned on attached financial reports. Tax returns have been filed.
- Approval of Financials Motion by Dave Brown, 2nd by Lisa Peters

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

City of Roseville - Wayne Wiley

Rob Cline stepping in for Wayne – demolition of old court house building, fire station and post office is still developing. Asking if anyone has any questions or concerns.

Mark Vespoli brought up drag racing around the parking garage. No damage known to the garage.

Façade program for L&D sustainability is ongoing, waiting to schedule meetings. Also planning on getting other buildings involved.

Goldfields status is still moving along. Possible summertime entrance.

Roseville Parks and Recreation - Kathy Barsotti

Farmers market is planned, but working through the details. Planned for May 2nd. Also planning some sort of 4th of July event.

Reached out to Vino Banditos band to play for people. Dave Piches asked about day of the week for farmers market, which will be Sundays. Dave is also asking about Hamen house.

Bruce Houdleshedt – wants to help with events in the downtown and other activities downtown to bring things back to life. Also wants to coordinate with The Grounds. Talked about history and anniversaries of the city.

Roseville Chamber of Commerce - Wendy Gerig

Nothing to report from Wendy. However Rob Cline mentioned a program where the city passed out checks to the local downtown restaurants. Lisa also appreciated it.

Downtown Roseville Merchants – Jamie Hazen

Not a lot going on, but they added a new board member and now have a full board (11 board members). A lot of good energy with new ideas. BlueLine is looking to start 3rd Saturday artwalk again.

Action Items

- Recommend approval of Annual Report for presentation to Council – Kat Maudru/Mary Towne
- Annual report was sent out to all board members and needs to be approved. Jamie suggested a few edits but they were not on the final version. Should highlight the new businesses in 2020. Dave Brown also brought up that the social services officer needed to be mentioned Motion by Mike Esparza assuming the navigator and the new 2020 businesses are mentioned. 2nd by Dave Brown.

- Recommend contracting with Sierra Design to create 20 additional “We Are Roseville” banners to replace remainder of older banners in the District at a cost not to exceed \$3,000 – Wayne Wiley
Looking for uniformity for the banners with “We are Roseville” banners. Rotating all of the banners with common themes. Motion by Dave Herrick, 2nd by Jamie Hazen

New Discussions

- Bruce Houdesheldt – Support for District
Bruce already spoke
- Vernon Street Event with the Salvation Army – Tara Brennan/Kat Maudru
Tara Brennen – not able to do normal luncheon event, so they are trying to do a street fair or outdoor event. Something to represent all merchants of downtown Roseville in some way. DRP support requested, and the timeframe is unknown at this time. More plans to follow...
- SWOT update – Dave Brown
List provided
Mike – are there leaders in oldtown and riverside? No, they do not have a formal district entity. So we need to seek out merchants and/or property owners. Mark Vespoli mentioned that oldtown is not likely to join unless there is a big benefit to them without a cost. DRM says oldtown does not participate with DRM much. Kat is asking about Riverside. Piches thinks the car dealerships might be the people to reach out to. Kat and Dave want to create subcommittee to build on this SWOT list. Marketing (Jamie, Lisa and Kat) will get together offline to set up a time. Capital Improvements (Piches and Brown) will coordinate meeting for subcommittee. Trying to do so without it forming a quorum. But Kat can send out a notice if we have more than 4 members are meeting.
- Atlantic Street – Dave Piches/Wayne Wiley/Lisa Peters
Wayne walked Atlantic street to plan on what improvements can be done. Recommending landscaping by softening the view. However UP owns the property. Landscaping needs irrigation which could be costly. Murals on the back of the building is another idea. Viewing platform of the trainyard. Events on Atlantic that works in conjunction with other downtown events or by itself. The view from each side to the other side can be improved. Looking to improve our view from oldtown. Consolidated Communications building and the buildings next to it could be improved to by opening other entrances but it wasn’t an option because of the sale. It is still for sale and activity is picking up. The City is not interested as a buyer.

Status Reports (3 minutes each)

Admin/Projects - Kat Maudru
New company for Annual report and happy with the

outcome.

Clean and Safe - Dave Brown

Nothing new to report

Governance, Capital Improvements, Budget - Jamie Hazen, Dave Piches

Looking to increase parking options and discussing the future of outdoor seating. Work within the SWOT list to address some of these issues.

PR/Marketing, Technology, Events - Lisa Peters, Jamie Hazen, Elevate
Elevate – website traffic has increased. Updates to website for various topical themes. Email marketing newsletter was 1/3 open rate. Social Media is still increasing for engagement. Increased in facebook followers

Arts/Entertainment – Mark Vespoli

Not much to report. Slow year. Partner with Blueline for 3rd Saturday artwalk. Piches asked if vacant properties could house art galleries. Mark didn't think it would be as successful based on the past, but is optimistic with the future assuming covid clears up. Wayne says that Blueline has some ideas and it would be good to invite to the next meeting, because they have somethings developing.

Wendy also about brick entry still not fixed. Rob Cline says parks is waiting on counsel approval.

Piches asked about an entry monument at Darling and Riverside.

Waiting on funds for approval.

Wayne is asking for in person meeting as long as we distance. We need to explore it in more detail by email.

Motion to Adjourn

@4:50

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.