



**Board of Directors Regular Meeting  
Minutes**

Wednesday, April 28, 2021  
3:00p.m. – 5:00p.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 @ 3:01pm

**Members Present:** Mike Esparza, David Brown (left early, then returned), Dave Piches, Jamie Hazen, Mark Vespoli, Kat Maudru, Lisa Peters, David Herrick, Wayne Wiley, Tom Carlson (left early)

**Not Present:** n/a

**Others in attendance:** Steph Hill, Rob Cline, Geneveve Topoli and Mary Towne, Kathy Barsotti, Brooke Abrames, MaryTess Mayall, Wendy Gerig, Laura Matteoli

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

Rob Cline – Reminder that the downtown decks were built as temporary structures. When the emergency order lifts, the decks will need to be removed. Asking if there is interest to extend the life of the decks? Looking for the DRP and local restaurants to see if they need to stay.

Laura Matteoli – City staff will return on 6/15 and he would like decks to come down shortly after. The decks were not intended to be permanent. Costs to take down would be decks would possibly be incurred by the DRP.

City brought back ownership of 401 Oak st. (old fire station building) And it is behind on taxes for the past 2 years (about \$16,000).

Will put on next months agenda. Lisa and Jamie offered to talk to restaurants about the future of the decks.

**Roseville Police Department Update (please limit to 5 minutes)**

Not present today

**President's Comments** – Dave Piches

It is a little difficult to get things done as we come out of COVID and that's ok.

**Approval of Regular Meeting Minutes from 3-24-21** – Dave Piches Motion by Lisa Peters, 2<sup>nd</sup> by Jamie Hazen. Approved by all. Abstain by Tom Carlson

**Treasurer's Report** – David Herrick

- Review of Financials/Budget – materials provided to the board and reviewed by David Herrick. Money is consistent. Tax returns have been filed.
- Approval of Financials Motion by Mike Esparza, 2<sup>nd</sup> by Mark Vespoli. Approved by all.

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

City of Roseville - Wayne Wiley

Update on the (401 Oak st) old fire station. Going through HCD to sell surplus property. Similar at the old courthouse (affordable housing component) and old post office. Post office developer has wired money and they are closer to demo of the building within the next 3 months.

Mike Esparza is asking about the possibility of the DRP entering the RFP process. Wayne says that it is not likely. Mark asked if they walked away. The city had the ability to take it back because they did not perform. City gave some of their money back.

MaryTess – really unique property and could be a good live/work artist type living. Or possibly ceramics for a special event.

Roseville Parks and Recreation - Kathy Barsotti

4<sup>th</sup> of July parade will (looking promising) happen as a real parade and waiting on guidance from the state. After event will happen at the Royal park too. No close proximity type events.

Movie nights are being planned.

Concerts are coming back too.

Food trucks will start again in June (Thursday nights).

Farmers Market will not be happening in Downtown. It will happen at Mahaney instead.

Roseville Chamber of Commerce - Wendy Gerig

Nothing to report other than to talk about the possibility of having Splash event this year.

Downtown Roseville Merchants – Jamie Hazen

Police Chief Bergstrom spoke at their last DRM meeting. DRM discussing the possibility of family fun night.

**Action Items**

- Recommend that Civitas prepare DRP's 2021 tax rolls at a cost not to exceed \$3,500 - Kat Maudru
  - Mike Esparza – What is Civitas doing if they did not catch taxes not being paid? Wayne Wiley noted that it isn't worth fighting to get Civitas to

collect back taxes. The collection of back taxes would most likely be less than the cost for Civitas. Dave Piches is looking to push to next month. Tabled. Jamie is asking what other PBIDs do to collect back tax assessments.

- Recommend sponsorship of the 2021 Sylvia Besana Holiday Parade at a cost not to exceed \$4,000 – Steph Hill
  - Stephanie Hill – clarified that \$4,000 is her fee to put on the parade, and sponsorships will come in.
  - Dave Piches asked about snow sponsorship so kids could pay in the snow. Also asked about getting more musical bands.
  - Cocoa contest is a possibility
  - Mike Esparza asked about fee costs. Stephanie said \$2k due now, and \$2k at the time of the parade.
  - Parade route remains the same.
  - Lisa Recommends that this year is more important to invest in being around people.
  - Motion by Mike Esparza to accept the fee. 2<sup>nd</sup> by Lisa Peters. Approved by all.
- Recommend sponsorship of the Blue Line Arts' Lottery for the Arts at a cost not to exceed \$500 – Lisa Peters
  - Brooke requesting sponsor for their annual fundraiser (date of the event May 7<sup>th</sup> for preview night at 5-8pm and virtual exhibition on May 13<sup>th</sup>). Small watch parties at Randy Peters and Monks.
  - Motion by Mark Vespoli 2<sup>nd</sup> by Wayne Wiley. Approved by all.

### **New Discussions**

- Blue Line/other upcoming events
  - Revitalizing arts – reported on upcoming events planned. Seeking \$25k sponsorship from DRP for all of the coordinated events.
  - Dave Piches asked what happens to the mini murals after the event. The murals are portable and reused for other events.
  - Building – Michael McDermott (owner of The Place) is refusing to pay the remainder for the mural project. (the back side of The Place, the alley). Issues with the project.
- Sac Town Magazine – Lisa Peters
  - Looking for advertising dollars, but Lisa doesn't think it is our market. Probably not a good fit for us.

**Status Reports (3 minutes each)**

Admin/Projects - Kat Maudru

New day porter

Clean and Safe - Dave Brown

– nothing to report

Governance, Capital Improvements, Budget - Jamie Hazen, Dave Piches  
Meeting to discuss some possible project, parking signage, blade signs, mural on Atlantic st, and priority projects on looking to add the word “Free” on our parking garages. Mike is interested in Blade signs for his building. Landscaping off Vernon is another option.

PR/Marketing, Technology, Events - Lisa Peters, Jamie Hazen, Elevate  
General report and we can review and ask questions. Elevate – email news letter went out and had a good open rate. Social media is up. Clcik through rates are high too.

Arts/Entertainment – Mark Vespoli – nothing to report

Additional Comments – Lisa would should partner with city events as much as possible.

Wayne says Goldfields should be coming in June or July. 401 Oak street fees is \$7,900 in back fees.

Jamie saying that 500 Vernon street will be a refillery and a little general store.

**Motion to Adjourn**

Motion to adjourn

at 5:03pm by Jamie

Hazen, and 2<sup>nd</sup> by

Mike Esparza

**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.