



**Board of Directors Regular Meeting
Minutes**

Wednesday, May 26, 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 @ 3:04pm

Members Present: Mike Esparza, Dave Piches, Jamie Hazen, Mark Vespoli, Kat Maudru, Lisa Peters, David Herrick, Tom Carlson

Not Present: David Brown

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

Public Comment (limited to 3 minutes each – for all items on or not on Agenda)

No Public Comment

Roseville Police Department Update (please limit to 5 minutes)

No Police Comment

President's Comments – Dave Piches

Asking people to keep the comments brief so we can get through the meeting. A lot of things in the works.

Approval of Regular Meeting Minutes from 4-28-21 – Dave Piches

Approved by Mark Vespoli, 2nd by David Herrick. Approved by all.

Treasurer's Report – David Herrick

- Review of Financials/Budget – attached – updated budget with \$15k check to RPD. Also have an invoice of \$20K to social services. 1st assessment has come in.
- Approval of Financials - approved by Mike Esparza, 2ND by Mark, approved by all.

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

City of Roseville - Wayne Wiley

Laura Matteoli – delinquent tax assessments have been paid by the City of Roseville. Encroach in right away, drainage issues.

Decks on Vernon Street to be considered to be removed at the end of August. Lisa Peters and Jamie visited all restaurants and all were in favor of keeping as long as possible.

Mark Vespoli's deck at the Owl club in old town will also be removed unless there is additional discussion.

City has to remove because the emergency order is lifting. Restaurants just do not have the staffing to man the decks.

Lisa Peters – what would be needed to make them ADA compliant?

Rob Cline – they were always built and intended to be temporary structures. Façade program is moving forward for 500 Vernon

Wendy Gerig – glad that the door is still open with the city to find a good solution for permanent decks.

Roseville Parks and Recreation - Kathy Barsotti

The summer events will return – calendar will get posted soon. Food Trucks in June. Friday flicks and concerts are coming back. Family Fest in the Fall. 4th of July parade coming back. Hard time getting staff.

Dave Piches question about seating for concerts? Still not sure how it is going to happen. We will see what things will look like after 6/15.

Roseville Chamber of Commerce - Wendy Gerig

25th annual Splash event will happen this year.

Recruiting for Leadership Roseville again.

Downtown Roseville Merchants – Jamie Hazen

Not much to report. Not DRM meeting this month

Action Items

- Recommend that Civitas prepare DRP's 2021 tax rolls at a cost not to exceed \$3,500 - Kat Maudru
Understanding the difference between tax bills and handbills. Approved Dave Herrick and 2nd by Tom Carlson, approved by all.
- Recommend contracting with Jamie Hazen Consulting for project work not to exceed 50 hours per month at a cost not to exceed \$2,000.00 per month (\$40 per hour x 50 hours), unless a specific project has been approved by the board to exceed the hours approved. – Dave Piches
Blade signs, augmenting logo on signs, free parking signs, mural, neighborhood improvement. Mike Esparza – will this be consistent or infrequent. Jamie thinks it will be on an as needed basis and by approval of the board. If we keep this in the admin part of the budget we should be ok. Mike Esparza motion to approve on an add needed basis for project only approved by the board or committee. 2nd by Tom Carlson. Approved by all. Jamie Hazen abstain
- Recommend that the DRP offer a “Locable” marketing workshop for up to 10 participants within the District at a cost not to exceed \$750 - Mary Towne
Website program is called Locable – which is designed for downtown districts. Jamie Hazen – can also talk about the DRM using. Cost is about \$75 a piece. Keep our current website and this would supplement, which would help for updating events and activities of each merchant.
Mary Towne – this would streamline the work and give each business the ability publicize their businesses. Motion by Lisa Peters, 2nd by Jamie Hazen. Approved by all.
- Recommend sponsorship of Blue Line Arts' Comunidad: Hispanic Heritage Month Exhibition (Includes residency opportunity for regional artist, lectures, and educational activities) at a cost not to exceed \$1,000 – Brooke Abrames
Mike Esparza asked Dave Herrick where it would fit on the budget. It would likely fall into the Marketing. Motion by Mike Esparza, 2nd by Tom Carlson. Approved by all.
- Recommend sponsorship of 3rd Saturdays as a monthly event from June through September 2021 at a cost not to exceed \$25,000. Request is made by Blue Line Arts, on behalf of the Downtown Roseville Merchants – Brooke Abrames
MaryTess – event will be June-September and compliment existing events. Street closures for the event between Taylor and Lincoln. Public art components as well. Restaurants do not want vendors in front of their spots. Mark Vespoli is asking various questions. Music will be in various spots in the downtown. Budget breakdown would be about \$6k per event. Mike Esparza asked about marketing budget. Dave Herrick says we would be over budget if we do this, but we have carryover. Not doing downtown Tuesday nights though.
Dave Piches says we may be able to do this year, but cannot promise in the future. Motion by Mike Esparza to do this by tapping into reserves. 2nd by David Herrick. Approved by all.

New Discussions

- 4th of July @The Grounds – Wayne Wiley/David Attaway
Dave Attaway – not yet decided at which time the grounds will be open for the

event (4pm or 6pm). There will be food and bars open at the site. No shuttling needed. May need to do tickets to control crowd, if needed.

Dave Piches – is there any connection with the downtown district? Wayne discussed trying to capitalize on the event to benefit the downtown.

Kathy Barsotti liked the idea of having synergy with downtown.

- Haman House status – Mike Esparza

Mark Vespoli says the property is leaned on probably more than it is worth.

Wayne Wiley – has said that there are many legal challenges causing them to not sell the building.

Mike Esparza suggest a long term lease. Mike is curious about condemning the building. Wayne is saying there is a lot of things at play with condemning the building. Bruce will be meeting with the property owner. Mike to touch basis with Bruce Houdelsheldt on what will happen next.

- Bringing the Tower Theater back to life – Dave Piches

Dave Piches – the city owns the property and the property is now in better situation for usage. In contract with CurioCose to buy the building and do something with the building, which expires at the end of 2021. So the city is doing short term rentals. Wayne suggests that the DRP lease for a month long lease and then sublease for events. Dave Piches asked for tour of the tower theatre. Tom Carlson asked about the lease costs. Wayne says flat amount is about \$500 a day or \$1,500 a month. Wayne says the rental rate could be beneficial for the DRP.

Status Reports (3 minutes each)

Admin/Projects - Kat Maudru

Question about banners.

Power washing again? New day porter is up and running.

Need new board members.

Clean and Safe - Dave Brown

not present

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

Nothing to discuss. Committee should be able to make the approval.

PR/Marketing, Technology, Events - Lisa Peters, Jamie Hazen, Elevate

Geneveve went over website traffic, social media, etc. Report attached.

Arts/Entertainment – Mark Vespoli

Already covered it.

Motion to Adjourn

Discussion about budget constraints. Jamie brought up that a lot of marketing money is

spent on Elevate. Wayne Wiley says the Consolidated building is in contract. Dave Herrick

says Consolidated will be out of the building by June 30th. Says it will be office space. Motion

to adjourn by Mike Esparza at 4:57pm, 2nd by Lisa Peters, approved by all.

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.