

## Downtown Roseville Partnership (DRP)

- Meeting Agenda -

Wednesday, August 26, 2015

3-4 p.m.

Roseville Chamber of Commerce | 650 Douglas Boulevard, Roseville

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**Members Present:** Mark Vespoli, Anne Chacon, Janette Moynier and Kenny Wahlberg.

**Members Absent:** Chris Robles, Steve Fuhrman and Doug Wagemann.

**Staff Present:** Liz Krohn and Kat Maudru.

**Guests Present:** Wendy Gerig, Jeff Willoughby, Bill Aiken, Scott Alvord, Darlene Lyons, Sondra Jensen, Troy Bergstrom, John Javidan, Jerry Smith, Dino Frediani, Kathy Frediani.

**Special Presentation, Roseville Police Department** - Lieutenant Bergstrom shared a map showing theft and car theft incidents in Downtown Roseville for 2015 year to date – only four reported incidents. Looking at adding speed bumps to garage to avoid peeling out and speeding. Residential crimes are up in Roseville – more than half are stolen property from open garages. Very few commercial crimes in Roseville, and most of those are shoplifting related.

- I. Call to Order – Mark Vespoli, 3:18 p.m.
- II. Approval of Minutes from 7/22 regular meeting and 7/30 and 8/4 special meetings. Motion by Moynier, second by Wahlberg. Approved unanimously.
- III. Reports
  - a. President's Report – none.
  - b. Treasurer's Report – Wahlberg shared financial statements. Moynier made a motion to approve the unpaid bills as presented to Civitas and Rock of Roseville, seconded by Chacon. Approved unanimously.
  - c. City/RCDC Update – Aiken shared plans for a Council workshop with City council to discuss new parking garage in downtown on Wednesday, September 2. Later that evening, the City Council is set to consider approval of construction at the 316 Vernon (former City Hall) site. RCDC is working with another tenant for Quality Clothing building. Lots of interest/tours for 238 Vernon Street (former site of Sammy's).
  - d. DRM Report – DRM is teaming up with the City to plan bigger and better Family Fun (Halloween) event. Downtown Tuesday Nights survey still in development, will report back on that later.
- IV. Action Items/Updates
  - a. DRP Overview PowerPoint – New DRP management consultants Kat Maudru and Liz Krohn gave a presentation to share district inventory and assets. Recommendations included: new DRP logo/branding on downtown light signs, fall property owner reception where we can introduce new logo/brand, creating window clings in vacant buildings to improve curb appeal, better/fixed lighting on gateway signs, proactive street-sweeping/leaf removal programs to get ahead of fall/winter weather, fulfilling expectations of property owners and spending dollars responsibly. Consultant team also working on new DRP logo and website (with Taber Creative Group) as well as social media content, e-blasts and annual report.

- b. Holiday Parade Management – Kat Maudru and Liz Krohn reported that the Roseville Chamber of Commerce has expressed an interest in transferring the Annual Roseville Holiday Parade and profits to the DRP in 2016 and possibly partnering on the event in 2015. Wendy Gerig shared that Chamber board has concerns about the Chamber continuing to plan this event. The Chamber expects to net \$12,000 in profits from the parade. DRP Board members expressed their concern that taking on the parade at any level for 2015 is too too short notice and there is too much on our plate already to take this on. The Board would like to learn more about the Parade and possibly consider a partnership for 2016, but not before getting feedback from the DRP property owner base. Moynier made a motion to decline any ownership of the 2015 Parade, but direct administrative team to further investigate the scope of the event and pros and cons of taking it on in 2016. Seconded by Wahlberg, approved unanimously.
- c. Logo & Website – Anne Chacon
- d. Vacant Storefront Window Coverings – Hirota not present. Kat and Liz will connect with Julie on existing printed window cling to move this project along.

V. Public Comment: (limited to 2 minutes each)

- a. Gerig reported hearing that we have more transient population than we have heard from PD and reminded all merchants and owners to report transient activity when they see it.
- b. Alvord brought up skateboarders damaging property downtown and encouraged owners to report activity.
- c. Dino Frediani brought up need for a day-porter in downtown.
- d. Dumpster behind West House needs periodic cleaning due to smell. Aiken will look into it.
- e. Kat and Liz shared that next month’s meeting agenda would long, so encouraged all interested in attending to plan for up to two hours (3-5 p.m.).

VI. Upcoming Meetings

- a. Board Meeting: Wednesday, September 23 at 3-5 p.m. | Roseville Chamber of Commerce

VII. Adjourn: A motion to adjourn was made by Moynier and seconded by Wahlberg. Approved unanimously.

DRP Board Roster			
Name	Organization	Board Position	Email
Doug Wagemann	Cochrane Wagemann	President	dgwagemann@gmail.com
Mark Vespoli	Property Owner	VP	markvespoli@yahoo.com
Anne Chacon	Consolidated (CCI)	Secretary	anne.chacon@consolidated.com
Kenny Wahlberg	Rock of Roseville	Treasurer	kenny@rockofroseville.com
Steve Fuhrman	Fuhrman Leamy Land	At-Large	stevef@flandgroup.com
Chris Robles	City of Roseville	City Rep.	crobles@roseville.ca.us
Janette Moynier	First Bank	Merchants Rep.	janette.moynier@fbol.com