



**Board of Directors Regular Meeting
Minutes**

Wednesday, June 23, 2021

3:00p.m. – 4:30p.m.

Roseville Area Chamber of Commerce
650 Douglas Blvd. Roseville, CA 95678
916-783-8136

Call to Order/Introductions – Dave Piches, President @ 3:05pm

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

Not present: Tom Carlson

Others in attendance: Halley Romero, Kathy Barsotti, Stephanie Hill, Rob Kline, Dexter, Geneveve, Mary Scott, Ann Carpenter

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)

Not present

President's Comments – Dave Piches

Dave Brown is resigning due to health reasons. Dave wrote a note to the board about his resignation appreciating the board for their work. We will miss Dave Brown's presence and his visions. Dave Piches mentioned many of the contributions that Dave Brown brought to the district. Board recommends creating a nice plaque and a gift card to 105 Noshery (donated by Lisa Peters).

Approval of Regular Meeting Minutes from 5-26-21 – Dave Piches

Motion by David Herrick, and Mark Vespoli. Approved by all.

Treasurer's Report – David Herrick

- Review of Financials/Budget - Review of financials and created some budget verse actuals. Marketing is projected to have a \$2,500 reserve. Clean and Safe will use all of its dollars and reserves for the year. Jamie Hazen asked about event and marketing budget? Answer is \$26,700 (Blue Line has already been paid \$25,000). Events and Marketing reserve is \$2,574.16.
- Approval of Financials Motion by Mike Esparza, 2nd by Wayne Wiley. Approved by all.

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

City of Roseville - Wayne Wiley [Goldfield opening](#)

8/10/2021. City offices bringing everyone back in the middle of August.

Roseville Parks and Recreation - Kathy Barsotti
Notifications to the DRM and DRP about events. Kathy is asking if the DRP is getting these notifications? How is this info getting distributed? Kat Maudru looks at the lists and it gets included in the newsletter. Also on the DRP website. Kathy Barsotti asking who should get the notification in the DRP. Sending the notifications to Kat Maudru now.

A Request to a Placer Pride event coming soon. Mention of various events in the Downtown. Movie was not well attended due to the heat, but concert was well attended (1,200 people). Wayne asked about 3rd Saturday blue line events. Planning in progress.

Roseville Chamber of Commerce – Wendy Gerig recruiting for Leadership Roseville. Wendy officially retiring December 1st 2021. 9-11 Splash event and the band is Wonderbread 5

Downtown Roseville Merchants – Jamie Hazen discussion about the decks and Halloween family fun night. Discussion about the decks. Some retailers are interested in keeping them, but it comes with compliance and code issues. Wayne says the decks will be removed at the end of August. It was always a temporary solution.

Action Items

- Recommend contracting with Accurate Cleaning to power wash Vernon Street and side street sidewalks (option of 1 or 2 times in 2021) at a cost not to exceed \$11,795 - Kat Maudru Power washing one time of Vernon is \$5,200. 2 times is \$8,990. Side street costs = \$2,100 each time. Budget is \$8,500. Mike Esparza to do 1 time on Vernon and 1 time on side street to equal \$7,300. 2nd by Mark Vespoli. Approved by all
- Recommend purchase of a booth at the 8th annual Family Fest scheduled for Saturday, September 25, 11:00am-2:00pm at the Vernon Street Town Square at a cost not to exceed \$50 – Jamie Hazen Booth fee is \$50 plus the cost of swag. Motion by Mike Esparza, 2nd Mike. Approved by all.
- Recommend sponsorship of Roseville Crime Stoppers Run Crime Out of Roseville at a cost not to exceed \$500 - Anne Carpenter Dave Piches – asked about the route. Starts and ends in Downtown Roseville. All ages. Motion by Mark Vespoli, 2nd by Dave Piches. Approved by all. Mike Esparza abstain.

- Recommend sponsorship of Placer Breast Cancer Foundation at a cost not to exceed \$1000 - Hallie Romero [October is breast cancer awareness month. Multiple retailers in downtown are already participating.](#) Lisa Peters asked about the date. September 26th. We have sponsored this in prior years. Motion by Jamie Hazen to accept \$1,000 donation. 2nd David Herrick. Approved by all. Mike Esparza Abstain.

New Discussions

- New board members - Kat Maudru [Looking to find a new board member. Wendy recommends Will Mentish. Wayne is looking in the owner of the Bunz building. Multiple discussions on other board members.](#)
- Board member to head up Clean and Safe – Kat Maudru [looking for members.](#)
- Tower Theater Update – Wayne Wiley [audio visual equipment was stolen \(value was about \\$35,000\) and internal damage. Short term squatters too. The city was almost ready to re-open but now they have to replace the equipment. Break in occurred by prying open the back door. Taking this to executive team for recommendations. Nothing is going to happen for a couple of months. Maintenance and PD are checking more frequently. Dexter is reviewing the tower and concerns about some villages developing. Wayne is asking for reports. Rob Kline gets the reports. Multiple problems mentioned by Dexter. Dave Piches asking about how these matters need to get taken care of. Wendy reiterated the problem needing to be taken of.](#)
- Funding the replacement of the sculpture bench that was vandalized in front of the Tower Theater - Wayne Wiley [the head was found. The cost to fix it would be about \\$3,500 to \\$5,000. The board will discuss.](#)
- Downtown Pedestrian Project – Wayne Wiley [Signage will be added. Done in 4-5 months](#)
- Raise assessment by 3%? – Dave Piches [the board is not interested raising.](#)

Status Reports (3 minutes each)

Admin/Projects - Kat Maudru

[Discussion about not seeing Dexter.](#)

Clean and Safe - Dave Brown
[not present](#)

Governance, Capital Improvements, Budget - Jamie Hazen, Dave Piches
[approved and vetted 6 different projects: multiple signage opportunities and mural project on Atlantic street.](#)

PR/Marketing, Technology, Events - Lisa Peters, Jamie Hazen, Elevate
[website traffic increases. May Blog views. Click rate and open rate are above average. With summer, engagement will increase](#)

Arts/Entertainment – Mark Vespoli [the mural on the back The Place building is going to happen. Mural on the bike building is now gone, painted over unfortunately.](#)

Motion to Adjourn

Discussion about

focusing our

meeting items in

the future.

Motion by Mark

Vespoli 2nd 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.