



**Board of Directors Regular Meeting
Minutes**

Wednesday, August 25, 2021

3:00p.m. – 5:00p.m.

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

Call to Order/Introductions – Dave Piches, President @3:04pm

Board Members Present: Tom Carlson, Wayne Wiley, Lisa Peters, Mark Vespoli, Mike Esparza, Jamie Hazen

Others in Attendance: Captain Doug Blake, Marianne from Gathering Inn, Vivi Mason RPAL, Day porters, Gina

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

Bret Bear owner of Goldfields talking about opening up a new business in the district.

Open as fast as they can, hopefully October. Concerts are scheduled on website.

Neighboring restaurants will benefit from their events. Can have just under 500 people.

Roseville Police Department Update (please limit to 5 minutes)

Officer Doug Blake (Captain) – A lot of new structural changes in RPD leadership. There will be a new RDP officer for the district. Discussing homeless debris issues in waterways. Sargent Dave Bulo is the RPD contact for these matters. Dexter asked what rights homeless have in downtown? The recommendation is reach out to the security team.

President's Comments – Dave Piches

Continuing to Struggle with COVID

Approval of Regular Meeting Minutes from 7-28-21 and Executive meeting from 8-1-21– Dave Piches

Tom Carlson, 2nd By Lisa Peters.

Approval of the Executive Meeting minutes: Approval by Wayne Wiley, 2nd by Mark Vespoli

Treasurer's Report – David Herrick (Mike Esparza)

- Review of Financials/Budget [Review of the bank balances](#)
- Approval of Financials [Approval by Tom Carlson, 2nd By Jamie Hazen](#)

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

City of Roseville - Wayne Wiley Question: Should Allied Security attend meetings? Allow them to report on current issues. 3-5 minute report each month after the police report. Pedestrian – street walks have been happening. The decks were planning on being removed, but with the rise in the delta variant the city is postponing removal.

Roseville Parks and Recreation - Kathy Barsotti
A representative was not present

Roseville Chamber of Commerce - Wendy Gerig
Not present, but Jamie Hazen talked about Splash event. Wendy is stepping down 12/1

Downtown Roseville Merchants – Jamie Hazen
October 28th is Family Fun Night

Action Items

- Recommend reallocating 15% of the DRP's administrative budget to marketing at an amount not to exceed \$6,416 – Dave Piches Lisa Peters made motion to move 15% of Admin to Marketing on the current budget year.
- Recommend reallocating 15% of the DRP's improvements budget to marketing at an amount not to exceed \$5,499 – Dave Piches motion by Wayne Wiley, 2nd by Jamie Hazen.
- Recommend payment of Kat Maudru's annual contractor insurance at a cost not to exceed \$500 - Dave Piches Motion By Wayne Wiley, Lisa Peters. Mike Esparza Abstain
- Recommend funding Family Fest night "swag" at a cost not to exceed \$300 – Jamie Hazen
City Event on September 25th 11am to 2pm attendance is a couple thousand people. Jamie Hazen will man the booth. Motion by Mike Esparza, 2nd By Mark Vespoli

- Recommend sponsoring RPAL Bacon and Brew Bash at a cost not to exceed \$1000 – Vivi Mason 6th year (last year was cancelled) in town square. 450 people attending Date-10/2 from 5-9pm. Tickets costs \$45 for all you can eat. 18 sponsors so far. Sponsorship money goes to the program and kids. Lisa Peters asking about value. It includes booth and 14 tickets. RPAL recommended Fresh Press to help with getting a banner or booth. Motion by Mike Esparza, 2nd by Lisa Peters. Lisa Peters Abstain
- Recommend renewing a one-year Day Porter contract with the Gathering Inn at a cost not to exceed \$60,000 – Dave Piches Dexter introduced the new day porter Jason. They work with security firm and police department. Also talked about cameras. Wayne asked about 1.5 staffing. Our budget is limited, so we need to measure the ROI to be mindful. Contract renews in September 1st. Mark recommends motion extend contract through next meeting to report better on numbers. 2nd by Mike Esparza. Approved by all.

New Discussions

- We Are Roseville Banners – Wayne Gina talking about new sets of banners. Discussions about sponsorship ideas. Lots of discussions. Banners will be switched out Nov/Dec with holiday banners.
- Takeaway from security conversation – Wayne Already talked about it. There is a lot of overlap and we still do not know what the ROI is.
- Creation of a survey for after DRP sponsors and event - Wayne? A post event survey. We will need develop a survey.

Status Reports (3 minutes each)

Admin/Projects - Kat Maudru

[Not here](#)

Clean and Safe - ? [Not here](#)

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

[Reporting on blade signs or adding Free sign](#)

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

[Marketing report – highlight website traffic July increases, up month over month. July Blog ways to beat the heat in downtown Roseville.](#)

[Tagging twitter. 224 new likes on Facebook.](#)

Arts/Entertainment – Mark Vespoli [Nothing to report.](#)

Motion to Adjourn

[Gina – tower](#)

[theater to re-open.](#)

[City is cleaning it](#)

[up to get ready for](#)

[rental.](#)

Adjourn at 5:05 by

Mike Esparza 2nd

by Mark Vespoli.

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.