



## **Board of Directors Regular Meeting Minutes**

Roseville Chamber of Commerce, Conference Room | 650 Douglas Boulevard,  
Roseville, CA 95678  
Wednesday May 23, 2018  
3 p.m.

**Board Members Present** - Mark Vespoli, Dave Piches, Haavard Sterri, Mike Esparza, Lisa Peters, Dion Louthan, Steve Fuhrman

**Staff Present** – Kat Maudru

**Others Present** – Wayne Wiley, Jamie Hazen, Brooke Abrames, Eric McIntosh, Mary Tess Mayall, Kathy Barsotti, Troy Bergstrom, Wendy Gerig, Nick Golling, Will Hanna, John Javidan, Dexter Howell

**Call to Order/Introductions** – Mark Vespoli 3:01.

**Public Comment** –None

**Roseville Police Department Update** - Troy Bergstrom – Calls to PD go up in the summer. Also, there are more homeless/transient issues. Due to the high volume, calls are prioritized – violent or weapon involved reports go to the top of the response list.

**Approval of Minutes** from Regular Meeting: 4-25-18 (Esparza, Louthan, carries)

**Approval of Minutes** from Executive Committee Meeting: 4-25-18) Esparza, Vespoli, carries)

**Treasurer's Report** –Mike Esparza

- Balance as of 4/30/18 is \$182,002.21
- Significant expense was the Jazz Festival sponsorship
- Approval of financials- ( Piches, Peters, carries)

## Action Items

- **Recommend foregoing option to raise assessments** – (Esparza, Peters, carries)
- **Recommend contracting with Civitas for preparation of 2018 tax rolls at a cost not to exceed \$1,500** – (Peters, Sterri, carries)
- **Recommend contracting with Jamie Hazen to facilitate execution of Capital Improvement projects at a cost of \$35 per hour** - There was a board discussion on contracting with Jamie Hazen on a project by project basis. She would be called on to assist with administrative duties assigned by the DRP (Peters, Piches, carries)

## New Discussions

- **Introduction of new Day Porter Will Hanna** – Nick Golling introduced Will Hanna. With his addition as a part time day porter, the District will have porter services 7 days a week.
- **Introduction of Jamie Hazen as new DRM representative on the DRP Board** - Hazen replaces Glenn Taijeron as the DRM representative on the board
- **Parking enforcement** – Wayne Wiley – People are regularly parking longer than allowed on Vernon Street. There was a discussion about the DRP partnering with the city on a program to deter this. It was decided that the discussion would continue after the opening of the new parking garage. It was suggested that merchants ask their employees not to park in front of businesses. Vespoli will send a proposed flyer to the PD for approval for porters to hand out.

## Status Reports

- **Admin/Projects** – Maudru – new business cards and shirts ordered for new porter, flyers and e-blasts created and distributed for renewal open house, power washing completed
- **Steering Committee Report** – Vespoli/Maudru - open houses were well attended. Working on feasibility of a survey of the district. Support by property owners was gauged.
- **Governance, Capital Improvements, Budget Committee** - Piches – Wiley spoke with Union Pacific about fencing along Atlantic Street. Other improvements being looked into include street lighting extended to Oak and Judah, and directional and street signage. City involvement has been positive. Representatives from Blue Line Arts presented a proposal for a mural project. It would be a collaboration between the city, the DRP and property owners. Several buildings have already been identified. It is hoped that five murals can be painted in six months. This will either be an action item for the June meeting or an Executive Committee vote sooner than the June meeting.
- **P/R Marketing, Technology/Events**- Peters – The Dinner in the District will be postponed until the new bridges are finished. The Jazz Festival will take place on Saturday, May 26<sup>th</sup>. Downtown Tuesday Nights are doing well with good

attendance and coverage by the Roseville Tribune. Shakespeare in the Park will take place in June.

### **Stakeholder Reports .**

- **City of Roseville** – Louthan asked if the DRP could be the presenter of retiring City Manager Rob Jensen’s retirement celebration on July 26<sup>th</sup>. The city will cover costs. Esparza will look into insurance issues.
- **Roseville Parks** – Kathy Barsotti - the holiday tree lighting will still go on, although lighting of the Vernon Street Town Square will not be lit for the holidays. Parks and recreation will host a Beerfest in downtown this fall
- **City of Roseville** – Wendy Gerig – Leadership Roseville is congratulating graduates and recruiting for the next class There will be a fundraiser on June 14<sup>th</sup> at the West House for the Political Action Committee
- **Downtown Merchants** – Jamie Hazen – Tom Kirk from Gold Country Media will speak at the next DRM meeting. Family Fun Night discussions have begun. Rob Dick has opened a new coffee shop.

**Motion to Adjourn at 4:46 pm** (Louthan, Vesspoli, carries)