



Board of Directors Regular Meeting Minutes

Roseville Chamber of Commerce, Conference Room | 650 Douglas Boulevard,
Roseville, CA 95678
Wednesday April, 25, 2018
3 p.m.

Board Members Present - Mark Vespoli, Dave Piches, Tom Carlson, Dion Louthan, Mike Esparza, Lisa Peters, Wayne Wiley

Staff Present – Kat Maudru

Others Present – Stephanie Hill, Jeff Reigh, Wendy Gerig, Ross Hutchings, Jamie Hazen, Michael Thomas, Tom Kirk

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

Public Comment –None

Approval of Minutes from Regular Meeting: 3-28-18 (Carlson, Peters carries).

President's Report – Mark Vespoli –Vespoli discussed that the parking garage opening has been postponed to Mid - May due to the elevator not working properly.

Treasurer's Report –Mike Esparza

- Balance as of 3/31/18 is \$182,072
- Received assessment payment of \$134,475.00 on 4/10/18
- Discussed budget & category changes. Changing allocating 3% more to beautification and 2% to markeing
- Discussed monthly bills
- Approval of financials- (Piches, Carlson carries)

– Action Items

- **Recommend contracting with one of the three submitted survey teams for administration of Civitas PBID renewal with bids ranging from \$6,580 to \$23,900** Vespoli discussed that this is not required but

highly recommended. Vespoli stated that this is common during the PBID renewal process. Civitas recommended that the survey company PMZ3 perform the renewal for the amount of \$6,580. There was further board discussion and then the board made a motion that the DRP would contract with PMZ3 not to exceed an amount of \$7,500. (Esparza, Louthan carries)

- **Gold Country Media Presentation** – Publisher Tom Kirk gave a presentation on the various media companies owned by Gold Country Media. He discussed the Roseville publication and local media coverage and how Gold Country can assist the City of Roseville and specifically the DRP. Kirk also discussed how the media landscape is changing.
- **Recommend sponsoring Shakespeare in the Park in Downtown Roseville not to exceed an amount of \$1,000** – The executive director Michael Thomas gave presentation about the merits of the DRP sponsoring the performance. The performance will be June 2nd at 7:30 pm. The play will be The Tempest. There was a board discussion about the benefits of having the DRP sponsor the event. After much discussion the board proved the sponsorship not to exceed \$1,000. (Esparza, Louthan Carries)

Status Reports

- **Admin/Projects –Kat Maudru**
 1. Discussed power washing on Vernon Street from April 29th & 30th. Residents have been notified of when the washing will occur.
 2. **Steering Committee Update – Vespoli-** Discussed changing categories for the budget. Also discussed changing the colors for the PBID map. Open house will be May 16th. It will be held at Randy Peters Catering.
 3. **Governance, Capital Improvements, Budget – Piches-** Discussed that the committee is researching the four projects. There has been some dialogue on street signage and fencing. Discussed art murals for Downtown. Where would the murals go? The consensus is that the board believes that the fencing and signage would be the most practical in the short term.
 4. **P/R Marketing, Technology/Events- Peters–** Discussed the sub-committee meeting and Dinner in the District Fundraiser. She mentioned that it has been difficult getting Downtown restaurants to participate.

Stakeholder Reports .

Roseville Police – Troy gave an update on security on summertime events. Jeff gave an update on Day Porters job description. Duties are now more defined.

City of Roseville – Louthan – Discussed that Christmas lighting will not happen in Downtown Roseville for Christmas 2018.

Roseville Parks – None
Chamber – None
Downtown Merchants - None

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