



Board of Directors Regular Meeting Minutes

Roseville Chamber of Commerce, Conference Room | 650 Douglas Boulevard,
Roseville, CA 95678
Wednesday March 28, 2018
3 p.m.

Board Members Present - Mark Vespoli, Dave Piches, Tom Carlson, Haavard Sterri,
Mike Esparza, Lisa Peters, Dave Brown

Staff Present – Kat Maudru

Others Present – Stephanie Hill, Wayne Wiley, Cherri Anderson, Randy Hudson,
Wendy Gerig, Ross Hutchings, Kathy Barsotti, Jamie Hazen, Jim Anderson

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

Public Comment –None

Approval of Minutes from Regular Meeting: 2-28-18 (Brown, Esparza carries)

President's Report – **Mark Vespoli** –Vespoli discussed steering committee meeting
and the changes to the pie chart for future budget

Treasurer's Report –Mike Esparza

- Balance as of 2/28/18 is \$198,629
- Significant expense was the payment to Christmas Light Pros
- Discussed budget for the current year and changes to the pie chart. The categories can be changed by 15%.
- Approval of financials- (Carlson, Piches carries)

– Action Items

- **Recommend contracting with Stephanie Hill to put on Holiday Parade not to exceed \$4,000** Hill discussed what happened with the parade last year. Not as many sponsors as the previous year. Hill stated that the main priority for the parade for the upcoming year

would be to obtain more sponsors. There was a board discussion with questions. Hill recommended that there be more board participation for the 2018 parade. After much discussion the board approved the contract with Stephanie Hill. (Carlson, Peters carries)

- **Recommend support of parking structure celebration at a cost not to exceed \$1,000-Maudru**—Discussed ribbon cutting ceremony. DRP would contribute \$1,000 for the ceremony which will be held on April 19th. The board approved the \$1,000 contribution. (Peters, Carlson carries)
- **Recommend contracting with Danielle Roe on a project by project basis not to exceed \$75.00 p/hr- Maudru.** There was a board discussion on contracting Danielle Roe on a project basis. She would be on call for any event project and would not have to be approved by the board for each specific project. After much discussion it was determined that more analysis would be needed. Action item will be tabled until next board meeting.
- **Recommend increasing allowable amount spent on Day Porters to a sum not exceed \$30,000. Vespoli.** Mark Vespoli discussed increasing the Day Porter allowance to \$30,000. The board approved the allowance of \$30,000. (Peters, Esparza carries)
- **Recommend installing of window clings at 246 Vernon Street by Seale Signs at a cost of \$678.36. Maudru** – There would be signs that would be attached to the windows of the empty building at 246 Vernon St. The board approved the installation of the window clings. (Sterri, Peters carries)
- **Recommend renewing power washing contract with Accurate Cleaning.** After much board discussion the board approved the renewal of the contract. (Sterri, Peters carries)

Status Reports

- **Admin/Projects –Kat Maudru**
 1. **Annual Report** – Discussed annual report. She also stated that the renewal process is coming along well.
 2. **Governance, Capital Improvements, Budget – Piches-** Discussed ten different items that the sub-committee recommended and they narrowed down the list to now projects, 2 year projects, and 3 year projects. The overall theme for all of the projects would be related to branding specifically using the rail road as part of the branding theme. Projects would include signage on the alleys, fencing along Atlantic Street, and augmenting the lighting along the streets.
 3. **P/R Marketing, Technology/Events- Peters**– Discussed the sub-committee meeting and that the main discussion at the meeting was the Dinner in the District. The committee discussed changing the name of the dinner to

“Dinner Downtown/A walk along Vernon Street”. Also discussed sponsorship levels. Date of the event will be October 18th, 2018. Tickets will cost \$175 for a couple or \$90 per person.

Stakeholder Reports .

Roseville Police – Missy gave a discussion on her new role with the DRP. She will be the new liason between the DRP and the Police Dept. She also discussed the new city ordinances for Downtown Roseville.

City of Roseville – None

Roseville Parks – None

Chamber – Gerig – Thursday May 3rd will be Roseville 2018

Downtown Merchants - None

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- **Motion to Adjourn at 4:55 pm** (Carlson, Sterri carries)