



Board of Directors Regular Meeting Minutes

Roseville Chamber of Commerce, Conference Room | 650 Douglas Boulevard,
Roseville, CA 95678
Wednesday January 24, 2018
3 p.m.

Board Members Present - Mark Vespoli, Dave Piches, Tom Carlson, Haavard Sterri, Mike Esparza, Lisa Peters, Bill Aiken, Steve Fuhrman, Glenn Tayeron, Dave Brown

Staff Present – Kat Maudru

Others Present – Stephanie Hill, John Allard, Jean Corsaro, Kayla Scott, Wendy Gerig, Bill Halldin, Dion Louthan

Call to Order/Introductions – Mark Vespoli 3:02.

Public Comment –None

Approval of Minutes from Regular Meeting: 12-20-17 (Piches, Brown carries).

President's Report – **Mark Vespoli** –Vespoli discussed district boundaries and that the DRP may have to educate the public on what the boundaries are. Need to communicate better with the taxpayers..

Treasurer's Report –Mike Esparza

- Balance as of 12/31/17 is \$225,357
- The sponsorship fee of \$25,000 will be reported in the year 2017
- No other large expenses for December
- Approval of financials- (Brown, Carlson carries)

– **Action Items**

- **Recommend Krista Bernasconi prep DRP 2017 Annual Report at a cost not to exceed \$3,000 - Maudru–**

The report comes out in April. The board discussed the cost benefit of Krista preparing the report versus hiring somebody else. After much discussion the board decided to retain Krista Bernasconi to prepare the Annual Report. (Esparza, Piches carries)

New Discussions

- **2018 Goals** –Vespoli discussed the board into two groups (two sub-committees) One committee would be responsible for capital improvements & budgeting and other would be responsible for marketing. Another goal that was discussed placing new arches in the district. The remaining goals would be determined by the two sub-committees and brought to the next board meeting.
- **Appoint strat plan team leaders**-The two team leaders will be Dave Piches for the capital improvements sub-committee and Lisa Peter will be the team leader for the marketing sub-committee
- **Observing Chris Robles and Bill Aiken retirement – Peters –** Board discussed recognition for both Robles and Aiken. Aiken mentioned that he does not need to be recognized. Maudru stated that she would come back with some suggestions.
- **Jazz Festival in Downtown Roseville- Peters –** There have been some preliminary discussions on moving jazz festival to Roseville. Possibly at Fairgrounds and Downtown Roseville. Additional information to come by the next board meeting.
- **Renewal Committee Members – Maudru –** Discussed the need to recruit 4 to 5 people to volunteer for renewal committee. Possibly recruit other property owners or other merchants.
- **Sinage at District Entrance – Aiken –** Discussed possible signage/arches at the entrances to the district. One location would be Judah/Douglas. Other location could be Lincoln and Oak St. Capital committee will discuss further.
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Status Reports

- **Admin/Projects –Kat Maudru**
 1. **Leaf blowing** – The leaf blowing went well. There have been three leaf blowings. Reached out to Keller Williams re: clean-up day. Dealsnap app is still in process. Will be contacting all merchants for feedback.
 2. **P/R Marketing** – Stephanie Hill will be joining the as a sub-committee member. Jean Corsaro will also be joining.
 3. **Day Porter Update- Vespoli** – Discussed some issues regarding the lack of communication and direction as to the day perter duties. There are changes being made to the original contract. Duties have now been re defined. Focus should be on downtown only. Hours are also being changed.

- 4. Dinner in the District – Peters** – Will be meeting with Danielle Roe regarding event planning in February. Tentative date of 10/18/18 has been scheduled for the event.

Stakeholder Reports .

Roseville Police – None

City of Roseville – Garage construction to be completed on March 31st. Delay caused due to rain. Fire station will be completed in April.

Roseville Parks – None

Chamber – Next Wednesday will be the installation dinner.

Downtown Merchants - None

- **Motion to Adjourn at 4:25 pm** (Carlson, Aiken carries)