



Board of Directors Regular Meeting Minutes

Roseville Chamber of Commerce, Conference Room | 650 Douglas Boulevard,
Roseville, CA 95678

Wednesday February 28, 2018

2:30pm.

Board Members Present - Mark Vespoli, Dave Piches, Bill Aiken, Steve Fuhrman, Glenn Tajeron, Dave Brown, Dion Louthan

Staff Present – Kat Maudru

Others Present – Carson Lambeth, Rachel Taylor, Tyler Campbell, Troy Bergstrom, Bridgete Dean, Chris Robles,, Aldo Pineschi, Carol Garcia, Jamie Hazen, Christian Baldrick , Jim Martinez, Wayne Wiley, Kathy Barsotti, Randy Hudson, Jaqueline Rodriguez

Call to Order/Introductions – Mark Vespoli 2:30pm.

Public Comment –None

Recognition of Chris Robles' Retirement – Mark Vespoli presented Chris with a plaque from the DRP

Clvitas PBID Renewal Presentation - Carson Lambeth and Rachel Taylor went over renewal process and timeline, steering committee mission and roles and next steps (open house, survey, steering committee meeting schedule)

Approval of Minutes from Regular Meeting: 1-24-18 (Piches, Brown carries)

President's Report – **Mark Vespoli** –Vespoli thanked Bill Aiken, who is retiring, for his time with the DRP. He welcomed Dion Louthan, who is taking Aiken's spot on the board, and Wayne Wiley, who is taking Aiken's position with the city of Roseville.

Treasurer's Report –Mike Esparza

- Balance as of 1/31/18 is \$221,170.53
- No other large expenses for January
- Approval of financials- (Piches, Tajeron carries)

Action Items

- **Recommend sponsorship of Downtown Roseville Jazz Festival at a cost not to exceed \$25,000** - Jim Martinez presented a proposal for a Roseville Jazz Day, to be held on Saturday, May 26th on Vernon Street. The board discussed the benefits of an event that could bring thousands of guests to the District. The board voted to sponsor the event assuming this was within the capabilities of Civitas and subject to a contract to be reviewed at the next meeting (Esparza, Aiken, carries)

New Discussions

- **Signage during DRP projects** - Vespoli talked about the possibility of signage letting people know when a project is being funded by the DRP and welcomed ideas on how to execute this. He noted that the DRP should get credit for the projects and improvements they provide.
- **Parking Structure Grand Opening** – Vespoli talked with Monk's Cellar's Andy Klein and Mayor Susan Rohan about putting together a celebration at the ribbon cutting for the new parking structure in April. Vespoli and Maudru said they would follow up and report back at the next meeting.
- **Contracting with Danielle Roe for specific projects** - Vespoli discussed the possibility of contracting with event coordinator Danielle Roe for projects such as open houses and surveys for the renewal process, helping the capital improvements team, etc. Vespoli and Maudru will meet with her.

Status Reports

- **Admin/Projects –Kat Maudru**
 1. **SnapTown** – For February: 10,900 content views, 174 customer action, 21 new followers (170 total)
 2. **Social Media** – Website: time spent on the site has more than doubled. Facebook: 8,146 followers. Instagram: 254. Twitter: 134 followers. They are promoting a on profit in the district twice a month.
 3. **Day Porters** – Dexter has been equipped with various flyers – parking, Arts & entertainment, DRP info etc., - to pass out as needed. cussed 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.

4. **Dinner in the District** – Maudru and Peters met with Danielle Roe and have started planning this event for 10/18/18. The next meeting will be on 3/27 at 5:30.

- **Governance, Capital improvements, Budget – Dave Piches**

The subcommittee met and discussed potential projects including public art, matching grants, alley clean ups, filling vacancies, security, leveraging projects with other agencies, more lighting, and projects with a high perception for off Vernon Street properties.

Stakeholder Reports.

Roseville Police – Police cards with pertinent departments and contact information were distributed

City of Roseville – Parking garage is approaching completion. Construction is still on schedule to be completed on March 31st Aiken introduced Wayne Wiley who will be replacing him at the City of Roseville..

Roseville Parks – The Blue Line Art Gallery has approached the city about a Downtown Signature Arts event –a three day event in the spring or summer of 2019.

Downtown Merchants – The Merchants will be hosting an egg hunt and offering pictures with the Easter Bunny. They are helping to get the word out about SnapTown.

- **Motion to Adjourn at 5:00 pm** (Fuhrman, Piches carries)