



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

Wednesday, September 22, 2021

3:00p.m. – 5:00p.m.

Roseville Area Chamber of Commerce

650 Douglas Blvd. Roseville, CA 95678

916-783-8136

**Call to Order/Introductions** – Dave Piches, President @ 3:01pm

**Board Members Present:** Tom Carlson, Wayne Wiley, Lisa Peters, Mike Esparza, Jamie Hazen, Kat Maudru

**Others in Attendance:** Captain Doug Blake, Brook Abrames, Maytess, Mary towne, David Loya, Geneveve, Dexter Howard, Wendy Gerig

**Public Comment (limited to 3 minutes each – for all items on or not on Agenda)**

Hot pink Fun Run – looking for volunteers

**Roseville Police Department Update (please limit to 5 minutes)**

Enhancing technology with body cameras for every officer. Cut down on complaints. License plate reader cameras to assist in preventing crimes. 11 cameras are set up on the east side and 2 on the west side. Example- got a stolen car last week which had a loaded firearm. More cameras to come. Also works if the license plate is blocked out by finding make and model. RPD is the one of the first to use this technology. Records kept for 60 days. Beat 2 – some issues with tower theatre. Changed locks and installed alarms.

**President's Comments** – Dave Piches A lot of things on the agenda to lets try to stay on time.

**Approval of Regular Meeting Minutes from 8-25-21** – Dave Piches Tom Carlson, Dave Piches. Dave Herrick Abstain

**Treasurer's Report** – David Herrick

- Review of Financials/Budget included in packet. Check for RPAL. Cash balance is \$215K.
- Approval of Financials Motion Mike Esparza, Wayne Wiley

**Stakeholder Reports (Please keep reports brief - 3 minutes each)**

City of Roseville - Wayne Wiley – recognize Wendy as possibly her last meeting before retiring. Mural scavenger hunt idea for Blue Line

Roseville Parks and Recreation - Kathy Barsotti not present

Roseville Chamber of Commerce - Wendy Gerig New CEO has been hired from the Hollywood chamber of commerce. Highly recommended by Wendy Gerig (got emotional). Ronna will officially start on Oct 15<sup>th</sup> Year 26 of leadership Roseville. Splash was run by Jamie and it went well.

Downtown Roseville Merchants – Jamie Hazen Present later

### Action Items

- Recommend donation to Salvation Army Christmas Food Basket program at a cost no to exceed \$5,000 – Liz Krohn Not present, but can still vote on it. Clean and safe is the budget category. Which is limited. Lisa asked if we can lower the contribution to the city (security)? Wayne said it is not likely. Dave Piches mentioned that the deadline is oct 31<sup>st</sup>. Lisa motions \$3,000. Wayne recommends that we measure all requests. 2<sup>nd</sup> by Herrick. Approved by all.

### New Discussions

- The Gathering Inn shares info about a new facility – Keith Diederich and David Loya Tom Carlson introduced David Loya (former Executive Director of the Lazarus Project) to talk about a large shelter. David Loya working on the homeless issue since 2001. Homelessness is growing and costs the community about \$22mil a year. Mike Esparza expressed environmental impact from debris on creeks. Wayne – Mental Health. Tom Carlson – crime. David Loya asked is the gathering inn being close impacts the down town. From here?  
David Loya - #1 addiction is prescription drugs. Mental Health is a big part of that. Housing is the foundation, with behavior healthcare, and addition recovery. Mental health is a large portion. Top 5% Chronic homeless costs \$400k per person per year. Other homeless is \$50k per person per year. Poor personal choices is also a contributor. Systematic barriers – covid 19 has caused a rise in mental health problems.  
Proposing a large shelter to avoid the camping issues.  
Address medical healthcare and seniors  
Moving Gathering inn to unincorporated placer county near Rocklin. Video overview of a new Campus of Hope.  
240 housing units of shipping containers. 1 year residency requirement is proposed. Placer County residency. Total costs to build the project is \$40Mil \$12Bil is funded from governor. Dave Piches asked about design – the design has been evolved to be affordable.  
Going to offer the vey first detox facility in Placer county.  
Lisa Peters asked what operating expenses. Estimated \$10mil per year.  
Ask from the DRP to sign on for letter of support.
- Blue Line Arts 3<sup>rd</sup> Saturday update – Mary Tess Mayall and Brook Abrames just wrapped of event in downtown (4 Saturdays June – September). # of people attended was on average 2k. 30 vendors per event. Moveable murals. Economic

benefits- survey said no one was upset about street closure. 100% of business had an increase in sales and traffic. Increases next year. Board recommends that we advertise it on our newsletter and online. Piches is asking for a report on what they might want next year. DRP contributed \$25k which was the only source of revenue for the event.

- The Grounds and partnership opportunities with the DRP – Kim Summers nearly 100 events in 2021. Looking for a partnership with DRP – \$50k  
Example: Goose Port saw an increase in business from a youth tournament at the Grounds. Hotels benefitting. Multiple events on the grounds.  
Mike Esparza – how do we bridge DRP with all of our businesses in our district?
- Day Porter Program - Dave Piches Funding has not been solidified. Dayproter cost is \$60k a year. We only allocated \$52k for Clean and Safe category. The only reason we were able to afford the past couple of years is because we had reserves. Lisa asked how long Dexter was by himself. Dexter was by himself for about 4-5 months. Security cost was \$20k to RPD. Navigator \$20k.  
DRP is fearful of redundancy.
- Banners update – Wayne Wiley and Gina McColl 79 banners. Received an invoice for the seasonal change. Discussion about sponsors or changeouts. Postpone this for a later time
- DRP sponsored event survey update - Wayne Wiley postpone
- Family Fun Night Marketing/Registration Management Assistance – Jamie Hazen decided to do a Drive thru event like last year. Date Oct 28<sup>th</sup> from 4-7pm. Lisa proposes a partnership.
- New Clean and Safe Lead – Kat Maudru Mike Esparza and Tom Carlson are committee co chairs
- New board members – Kat Maudru nothing to present

**Status Reports (3 minutes each)**

Admin/Projects - Kat Maudru nothing to present

Clean and Safe - ? nothing to present

Governance, Capital Improvements, Budget - Jamie Hazen, Dave Piches nothing to present

PR/Marketing, Technology, Events - Lisa Peters, Jamie Hazen, Elevate blog was good, enews letter went out with above industry average. Added users.

Arts/Entertainment – Mark Vespoli nothing to present

Jamie said parking will say “free”

**Motion to Adjourn at 5:05pm by Mike Esparza 2<sup>nd</sup> by Tom Carlson**

**NOTICE TO PUBLIC:**

You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 minutes’ maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to

select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

*Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.