



Board of Directors Regular Meeting Minutes

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

Wednesday December 20, 2017

3 p.m.

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

Staff Present – Kat Maudru

Others Present – Stephanie Hill, Glen Tajeron

Call to Order/Introductions – Mark Vespoli 3:03.

Public Comment –Esparza gave an update on graffiti on buildings. The graffiti on the
golf building has been taken off..

Approval of Minutes from Regular Meeting: 11-15-17 (Piches, Peters carries)

President's Report – **Mark Vespoli** – Gave an update on the executive committee
meeting. The committee discussed the meeting with the Gathering Inn and said
that there will be changes made to the Day Porters and the territory that they are
required to stay in and also changes to their specific duties.

Treasurer's Report –Mike Esparza

- Balance as of 11/30/17 is \$265,253
- Large expenses for November were for parade and arches
- Esparza discussed new 2018 budget. There are still some decisions to be made on some 2018 budgeted expenses
- Approval of financials- (Carlson, Peters carries)

Action Items

- **Recommend re-establishment of strategic committee members and creation of path moving forward - Vespoli –**

Discussed realignment of the strategic planning sub-committees. Because of the turnover of board members and changes to the board it has been recommended that there be a re-allocation of the committees. Marketing & Events. & Technology will be combined and Capital Improvements & Budgeting will be combined to where the DRP will now have only two sub-committees moving forward. The DRP will be recruiting additional volunteers to sit on the committees. Each board member will be required to bring two new volunteers to next board meeting. . (Esparza, Fuhrman carries)

- **Recommend Glen Tajeron to replace Geoff Sakala as DRM representative to sit on the DRP board – Vespoli –**Glen Tajeron gave a brief summary of his job description and history at First Bank. After a brief board discussion Mr. Tajeron was unanimously approved to join the DRP board (Esparza, Piches carries)
- **Recommend accepting Click Spring promotional offer of a full year of web hosting fees of \$500 – Vespoli –** Geoff Sakala discussed advantages of paying the lump sum early. There would be more support and the speed would increase. Board approved offer. (Esparza, Sterri carries)

New Discussions

- **Landscape beautification of DRP side streets – Fuhrman** discussed making changes to side streets in the district. Discussed possible legal issues to making the changes. Who would be responsible for what? City or property owner. Possible beautification projects would include adding trees, refurbishing street light, and adding additional banners. Will discuss more at next board meeting
- **Feasibility of new arches – Aiken-** Discussed the ,major issues involving new arches which would include where to put them, the scope, cost, and ongoing maintenance. The main issue is where would it be located. The sub-committee would discuss further at their next meeting.

Status Reports

- **Admin/Projects –Kat Maudru**

1. **Leaf blowing** – The latest round of leaf blowing went well. Timely blowing considering the weather and the amount of leaves..

2. **Parade recap** – Stephanie Hill gave a recap of the Holiday Parade. She stated that the parade went very well. There were over 55 entries and the final report will be issued at the next board meeting. She stated that there was a misunderstanding as to who was in charge of the parade. Will be cleared up for next year.

Stakeholder Reports .

Roseville Police – None
City of Roseville – None.
Roseville Parks – None
Chamber – None
Downtown Merchants - None

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- **Motion to Adjourn at 5:00 pm**