



Board of Directors Regular Meeting Minutes

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

Wednesday November 15, 2017

3 p.m.

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

Staff Present – Kat Maudru

Others Present – Darlene Lyons, Randy Casteau, Teresa Artega Cherry Anderson

Call to Order/Introductions – Mark Vespoli 3:05.

Public Comment –Piches discussed people hanging yard sale signs on public monuments. Vespoli mentioned that the city will be notified and the issue will be addressed.

Approval of Minutes from Regular Meeting: 10-25-17 (Carlson, Piches carries)

President's Report – **Mark Vespoli** – Contract with Civitas was signed. Travel reimbursement was reduced to \$500.00. Roseville PD event on homelessness was well attended at Roseville Tower Theatre.

Treasurer's Report –Mike Esparza

- Balance as of 10/31/17 is \$314,828
- Large expenses for October were for painting and arches
- Esparza discussed new pie chart. There is \$74,143 in unspent funds for 2017
- First Civitas payment of \$5,300 is due in December
- Approval of financials- (Brown, Aiken carries)

Action Items

- **Recommend contracting with Dealsnap for \$250 - Vespoli** – Randy Casteau and Teresa Artega of Dealsnap gave presentation on new app and how it would work. It would be an instant mobile directory app of the Downtown Merchants. The \$250.00 would pay for the platform. There would also be another \$10 fee per merchant to place their business on the directory. Motion was made for \$250 set up fee and an additional \$1,620 fee at \$10 for each of the 162 downtown merchants for a total cost of \$1,870. Motion was passed. (Esparza, Carlson carries)
- **Recommend approval to sponsor Downtown Tuesday Nights not to exceed \$25,000 – Vespoli** – Darlene Lyons gave a presentation on recap letter. She stated that in 2017 in over 13 weeks over 60,000 people attended. There were twenty non-profits who benefited. The board discussed what the DRP received for sponsoring the event. Lyons mentioned that the main issue going forward was who was going to manage the beer garden and that there would be a new manager for 2018. She stated that the beer garden needs to make a profit. Motion to approve \$25,000 sponsorship. (Esparza, Peters carries)

New Discussions

- **Review of DRP Value to Off-Vernon/Under the Radar Properties – Piches** – Piches discussed businesses that are not located on Vernon Street that are not receiving as much of a benefit as the businesses on Vernon Street. The board discussed different options in which the off Vernon Street businesses and property owners may benefit. The options include partnering with non-profits for cleaning projects and also a façade grant program. The board will discuss more options at the next board meeting.

Status Reports

- **Admin/Projects –Kat Maudru**
 1. **Banners are up** – Discussed that the Holiday banners are up and that the Holiday parade is still scheduled for Saturday November 18th rain or shine.
 2. **Dinner in the District** – Dinner is still on target for October 23rd. There is a possibility that the DRP may collaborate with Blue Line Gallery on the dinner..
 3. **Next meeting will be December 20h**

Stakeholder Reports .

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

. **Motion made to move rest of agenda to the next board meeting.**

(Piches, Esparza, carries)

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