



Board of Directors Regular Meeting Minutes

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

Wednesday, October 26, 2016

3 p.m.

Board Members Present – Doug Wagemann, Mark Vespoli, Mike Esparza, Geoff Sakala, Steve Fuhrman, Dave Piches, Chris Robles, Tom Carlson.

Staff Present – Kat Maudru

Others Present – Wendy Gerig, Bill Aiken, Mark Hegel, Dave Brown, Michelle Raskey, Jed O'Rourke, Bridget Dean

Call to Order/Introductions - Doug Wagemann 3:02 p.m.

Public Comment – none.

Approval of Minutes from Regular Meeting: 9-28-16 (Vespoli Fuhrman, carries).

President's Report – Doug Wagemann

- **Family Fun Night** – the DPR made a \$1000 donation to the DRM for this event. Bags to be handed out will have the DPR logo on them. KCRA's chopper is expected to fly over.
- **Trip to Livermore** – Doug Wagemann and Wendy Gerig took a trip to Livermore to learn about their PBID. They got some good ideas and also determined that the DPR has implemented many good ideas as well. trip to Livermore Dolly and David Fiddymont will be that grand marshals of the parade to honor their family. The committee is looking for volunteers.
- **Parking** – Wagemann noted that parking violations are being implemented and that use of the parking garage needs to be reinforced.
- **Oktoberfest** - This event had a great turnout with over 900 people attending.

Treasurer's Report – Mike Esparza

- Balance as of 9/30/16 is \$259,632.92. Tom Carlson provided Mike Esparza with some insight into structuring financials.

- An overpayment by the city needs to be reimbursed. Chris Robles will send Mike Esparza the invoice/overage/information.
- Approval of Financials – (Piches, Robles, carries).

Action Items

- **Tom Carlson as Board Secretary** - Doug Wagemann – The secretary must be a board member. Carlson has expressed an interest in being the Boar Secretary (Robles, Vespoli, carried).
- **Tom Carlson as Bookkeeper** – Mike Esparza – Mike noted that bookkeeping should be done by someone other than the treasurer for purposes of checks and balances. Tom Carlson said he will match the rate that the former bookkeeper was charging (Esparza, Piches, carries).
- **Sponsorship of 2017 Downtown Tuesday Nights** – Doug Wagemann – The DRM want to bring back Downtown Tuesday Nights and they would like the DRP to be a sponsor. There are various sponsorship levels. Chris Robles noted that he believes they events wants to be more family focused with events, activities, arts, etc. The event could be seen as a marketing tool to get people to the District Dave Piches is in favor of brining both sides of town together. Mark Vespoli noted that if the DRP is taxing land owners the initial purpose is to benefit them. Benefits of bringing people to the District is difficult to measure but there is a cause and effect. There are a lot of positive changes for visitors who have not been in the District recently to see. It was moved that Darlene come in to speak at the next meeting to ensure that the event reflects the board's values before a sponsorship level is decided on. (Robles, Fuhrman, carries).

Status Reports

- Admin/Projects
 - **Leaf Blowing** - Maudru reported that a leaf blowing application will take place prior to Family Fun Night.
 - **Day Porter** – Mark Hegel is recoving from an injury and Dexter is covering his shift. Mark has been very helpful crating labels for ballot mailings.
 - **Window Clings** – Maudru is working on getting approval for clings on 700, 628, and 632 Vernon Street from the property owners.
 - **Clean Up Project** – Keller Williams is interested in once again working with the DRP for a May Clean up project. Maudru is reaching out and organizing next year's efforts.
- Lights on Arch update - Bill Aiken reported that this project is in the hands of Parks and Recreation. There has been a discussion of possibly hard wiring LED strips the lights rather than switching out current lighting.

- Finance Sub-Committee – Mike Esparza reiterated that Tom Carlson is the DRP’s new bookkeeper.
- IT/Social Media Sub-Committee – Geoff Sakala – Geoff gave the board a presentation, showcasing all of the upgrades the website has undergone. The entire board was very impressed and commended Geoff on his efforts. He will put together a recommended advertising budget to better utilize the site and other social media – boosting posts, etc.
- Advocacy Sub-Committee – Mark Vespoli and Bill Aiken noted that a Downtown development booklet exists but has not been distributed. They noted that it might be outdated but is a good start for new, more current materials for distribution from the City, the Chamber, and the DRP working together.
- Business/Merchant Sub-Committee – Geoff Sakala reported that Family Fun Night will be held rain or shine- 4000 to 5000 people are expected to attend.
- Arts/Entertainment Sub-Committee – Mark Vespoli and Michelle Raskey reported that they are still attempting to reach to the Blue Line Art Gallery and they are hoping to re-start monthly meetings.

Stakeholder Reports

- Roseville Police Department – Officer O’Rourke and Bridgett Dean, the department’s new Social Services Administrator, talked about new efforts to address mental health issues within the homeless population. A city survey found that 98% of the 220 homeless in the region have mental health issues. Officer O’Rourke’s new title is Problem Oriented Police Officer. Both will continue to support concerns within the District.
- City of Roseville - Bill Aiken – the mass excavation for the new parking garage has begun. The project is moving forward well.
- Roseville Community Development Corporation - Chris Robles – there will be a presentation at the Tower Theater in support of the District, small businesses, and entrepreneurship. The RCDC has purchased the Odd Fellows building, the oldest in the District. They look forward to renovations and tenants.
- Roseville Parks and Recreation - Kathy Barsotti – (no report)
- Roseville Chamber of Commerce - Wendy Gerig – The Holiday Parade is set for November 19th, beginning at 10:30. Lots of pre parade activities will be taking place in the Town Square.
- Downtown Roseville Merchants – Geoff Sakala (no report - all items were mentioned earlier in meeting)

Motion to Adjourn at 4:30 p.m.