



Board of Directors Regular Meeting Minutes

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

Wednesday August 23, 2017

3 p.m.

Board Members Present - Mark Vespoli, Dave Piches, Chris Robles, Tom Carlson, Haavard Sterri, Mike Esparza, Lisa Peters

Staff Present – Kat Maudru

Others Present – Wendy Gerig, Bill Aiken, Cherry Anderson, Stephanie Hill, Dani Whitmore

Call to Order/Introductions – Mark Vespoli 3:01.

Public Comment – Dani Whitmore discussed Blue Line Arts upcoming events.

Approval of Minutes from Regular Meeting: 7-26-17 (Robles, Piches carries)

President's Report – Mark Vespoli – Gave an update on the Strat Plan meeting. The meeting went well. It was determined that the Executive Committee would be meeting at least once a month

Treasurer's Report –Mike Esparza

- Balance as of 7/31/17 is \$249,991
- Not much activity
- Discussed checks issued for July
- Day Porter expense increased in July due to two months of expenses being paid in July
- Will receive second assessment payment in September
- Approval of financials- (Robles, Sterri carries)

Action Items

- **Tree Guards - Vespoli** – Discussed purchasing one tree guard to see how the guard would work on the trees. The total cost of the guards would be \$33,645.75. Other options were presented for wrapping the trees. The motion was postponed until next meeting so that other options could be explored.
- **Recommend payment of DRP paying Kat Maudru insurance – Esparza** – Esparza discussed the possibility of the DRP reimbursing Maudru for her liability insurance expense. After much discussion the board approved to reimburse Maudru for her liability insurance. (Carlson, Robles carries)
- **Recommend printing day porter flyer at a cost not to exceed \$200 – Maudru-** Discussed the DRP paying for Day Porter printing costs not to exceed \$200.00. The board approved the DRP paying for the Day Porter orienting costs. The costs yet to be determined. (Esparza, Robles carries)
- **DRP Tee-Shirts – Esparza.** Discussed having tee-shirts designed for the DRP for marketing purposes and to be sold to the general public. After much discussion it was determined that more information was needed. There will more discussion at the next board meeting.

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Status Reports

- **Admin/Projects – Kat Maudru**
 1. **Power washing** – Discussed that power washing is going well.
 2. **Banners for holidays** – Discussed the possibility of creating a banner for the holidays and other special events. More discussion at the next board meeting
 3. **Day Porter update – Vespoli** – Discussed that the Day Porters are on keeping to their set routes and that are going outside the district. The Gathering Inn Executive Director has been told of this issue and it will be addressed.
 4. **Strat Plan Meeting-** There will be follow up meetings with the executive committees to narrow down the objectives and to follow through with the plan..
 5. **Dinner in the District** – Met with Danielle Roe regarding dinner in the district. Tentative date has been set for 10/18/18. There will be 80 tickets at a cost of \$125.00 per person. Need to obtain sponsors and obtain vendors.
 6. **Arches – Piches** – Discussed contract with River City painting will be signed soon. Lighting has been approved by the city.
 7. **Holiday Parade – Hill** – Gave update on parade. Went over the budget. Possible craft fair to bring additional patrons downtown. Discussed sponsorship levels.

8. **Valet parking – Aiken-** Discussed valet parking downtown. The valet service would be in front of the Roseville Theatre. Discussed budget and who would [pay for the cost. More information it needed and will be provided at the next board meeting.

Stakeholder Reports .

Roseville Police – None

City of Roseville – Aiken. Discussed sending out e-mail to business owners regarding the specs for sidewalk signs. What are the requirements? Another option would be the Day Porters would hand out flyers instead. Chris Robles announced that he will be resigning from the board effective immediately and that Bill Aiken would take his place

Roseville Parks – None

Chamber – Gerig. Splash is set for September 9th. Tickets are \$60.00 each

Downtown Roseville Merchants-None

- **Motion to Adjourn at 4:55**