



Board of Directors Regular Meeting Minutes

Roseville Chamber of Commerce, Conference Room | 650 Douglas Boulevard,
Roseville, CA 95678
Wednesday June 28, 2017
3 p.m.

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

Staff Present – Kat Maudru

Others Present – Scott Alvord, Randy Hudson, Bill Alken, Wendy Gerig, Doug Wagemann, Stephanie Hill, Michelle Raskey, Darlene Lyons, David Brown, David Keenan, Dave O'Rourke, Dani Whitmore, Kathy Barsotti.

Call to Order/Introductions – Mark Vespoli 3:00.

Public Comment – Mike Esparza noted that the Main Street event recently held at William Jessup was a great opportunity to see what other PBID's were doing and generated some great ideas. Lisa Peters agreed.

Approval of Minutes from Regular Meeting: 5-24-17 (Esparza, Piches, carries)

President's Report – Mark Vespoli –None

Treasurer's Report –Mike Esparza

- Balance as of 5/31/17 is \$264,877.79
- Major expenses were a payment to KFB for annual report, porter expenses and Civitas.
- Approval of financials as presented with program budget to be presented at the next meeting (Robles, Peters carries)

Presentation of Plaque to Doug Wagemann - Mark Vespoli

Mark presented Doug Wagemann with a plaque from the board, thanking him for his leadership as the DRP's first president.

Action Items

- **Sponsorship of ArtWalk - Piches** - motion to not sponsor the ArtWalk at this time and that Dani Whimore come back to the board after their strategic planning meeting. (Robles, Esparza, carries)
- **Tax Rolls - Vespoli** – motion for Civitas to create tax rolls for submission to the County at a cost not to exceed \$3,500. (Robles, Esparza, carries)
- **Facilitating a meeting with law enforcement and businesses regarding transients - Vespoli & Lt. Blake** - There is a meeting being planned between the Roseville Police and the community regarding how to address the homeless within the District. Lt Blake will let the board know when the meeting takes place.

Status Reports

- **Crimes Stoppers 4th of July Fun Run Sponsorship** - Mark Vespoli informed the board that a \$500 sponsorship had been approved for the Crime Stoppers 4th of July Fun Run. A decision needed to be made so shirts could be printed with sponsors' names.
- **Downtown Tuesday Nights (DTN)** - Darlene Lyons reported that DTN has had over 60,000 guests to date. They have been testing out different genres of music. Social media input has been good,. Robles reported that the city has not received any complaints. Some merchants have reported increased foot traffic on Tuesdays.
- **Holiday Parade** – Stephanie Hill passed out a parade timeline. The first meeting is set for August 11th.
- **Admin/Projects** – Maudru reported that the day porters have been equipped with portable sharps containers to collect used needles that they come across. The tree lights continue to have issues and the porters have been instrumental in reporting these problems. The report to Council is ready to be presented.
- **Property Owners Mixer** - Peters, Vespoli and Maudru reported that about 30 people are expected at the mixer. Responses have been positive.

- **Paint for Arches** –Piches reported four that bids are out and are due back on 6/30.
- **Marketing Events** – None
- **Arts & Entertainment** – Vespoli reported that the updated Arts & Entertainment maps have been handed out. There is an interest at looking at events that bring guests to the District while also raising money for the DRP.
- **Advocacy** – Vespoli would like to explore how to help property owners fill vacancies, perhaps by reaching out to owners and ask what challenges they are facing in filling vacancies.

Stakeholder Reports

- **Roseville Police** – None
 - **City of Roseville** – Bill Aiken noted that it is important for merchants and property owners to call Roseville police when they have issue and to log the call (date and time) so the city can assess responses. The city has an interest in the DRP supporting a valet program. The estimated completion of the parking structure in early next year.
 - **Roseville Parks** – Kathy Barsottii handed out new events flyers. The 4th of July Parade will take place on 7/4, as will fireworks at the fairgrounds. Concert attendance is approaching 1,600.
 - **Chamber** – Wendy Gerig reported that applications are being accepted for Leadership Roseville. Roseville Splash is set for September 9th.
- **Motion to Adjourn at 4:46** (Esparza, Peters, carried)