



## **Board of Directors Regular Meeting Minutes**

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

Wednesday, March 22, 2017

3 p.m.

**Board Members Present** – Mark Vespoli, Mike Esparza, Geoff Sakala, Steve Fuhrman, Dave Piches, Chris Robles, Haavard Sterri.

**Staff Present** – Kat Maudru

**Others Present** – Wendy Gerig, Bill Aiken, Mark Hegel, Lisa Peters, Kathy Barsotti, Dani Whitmore, Rob Dick, Scott Alvord, Joshua Lichter, Susan Rohan

**Special Guest Introductions – Susan Rohan, Mayor of Roseville:** Mayor Rohan appreciates the time, energy, money and efforts the DRP is putting toward making Downtown Roseville a jewel of the community. She is available to answer any questions and help in any way that she can.

**Call to Order/Introductions** – Mark Vespoli - 3:00pm

**Public Comment** – Joshua Lichter who owns the Fig Tree expressed concern over flooding into his building during the heavy rain season. He noted that this was a problem every time it rained.

Mark Vespoli stated that he felt it is important to create a commendation/resolution for Doug Wagemann for all of his efforts as the first DRP president.

**Approval of Minutes** – motion to continue approval of 2/22/17 minutes until next meeting (Robles, Esparza, carries).

**Treasurer's Report** – Mike Esparza

- There was no access to the bank account because First Bank updated their system and Mike was not granted full access until after the meeting. He was unable to get into the system for a couple of weeks.
- Motion to continue approval of 2/22/17 financial report until next meeting (Robles, Piches, carries)

**DRP President/Board Member Recruitment** – Lisa Peters expressed an interest in becoming a board member. There was a discussion about who could become a board member and what regions of the District needed representing. Dave Brown with Wellness Within was suggested. Kat Maudru will reach out to him. Steve Furhman may ask the new owner of his property to join the board provided he does not exchange his equity for another property in the District. The idea of hiring an executive director was also discussed. It was decided that an executive committee meeting would be scheduled.

## Status Reports

- Admin/Projects
  - **Annual Report** - Maudru submitted a draft of the annual report to the board. Some adjustments were made.
  - **Day Porter** – Maudru reported that hats were ordered for the porters. Mark Hegel reported that he is still collecting questionnaires from merchants for use on social media.
  - **Tree Lights** – The timers on the lights have been adjusted for daylight savings.
  - **Power Washing** – Maudru reported that the next power washing will take place at the end of April. The porters will pass out flyers reminding merchants to remove property from sidewalks.
  - **Media** – Maudru reported that the re-scheduled Entercom radio interview with Doug Wagemann and Keith Diederich took place and aired on 6 local radio stations.
- Lights on Arch update - Bill Aiken reported that the estimated cost of painting the arches is \$30,000. The project has challenges. It would take seven days to paint each arch, during which time traffic control and road closure costs would be incurred. The Lighting and Landscaping District will eventually paint the arches, but would not be addressing this issue immediately. Dave Piches will look into paint options
- Murals – Dave contacted Dani Whitmore with the Blue Line Art Gallery. She has a history of working with art in public places. Whitmore suggested that it is time to start looking for mural locations and there are lots of opportunities for murals as art and marketing tools.

- Finance Sub-Committee – Mike Esparza and Tom Carlson met to discuss prudent options for money in the DRP account. One possibility would be to stagger CD's three to four at \$25,000 to \$50,000 each.
- IT/Social Media Sub-Committee – Geoff Sakala – Sakala reported that at the end of the three-month budget, the number of Facebook followers has grown from 55 to over 7,500. Content is also growing. There is good engagement on Twitter and Instagram as well. A questionnaire was sent out to businesses and approximately 20 have been returned.
- Advocacy Sub-Committee – Haavard Sterri said he would have a draft of an advocacy brochure by next meeting.
- Business/Merchant Sub-Committee – Geoff Sakala reported that The mixer on 3/15 was well attended. He said the Downtown California Main Street conference in Monterey was very informative with good workshops and panels. He also noted that the DRM is in the process of elections.
- Arts/Entertainment Sub-Committee – Mark Vespoli and Dani Whitmore reported that discussions are on again regarding the 3<sup>rd</sup> Saturday Art walks. There was discussion about updating the arts and entertainment map. The Blue Line Art gallery is taking the lead on a Season a Creativity event in September. Dani explained the Cultural District Initiative (AB189) and said that Roseville is ready to apply for this distinction.
- Kiosk – Geoff Sakala reported that Ellis and Ellis will show a presentation at next month's meeting.

### **Stakeholder Reports**

- Roseville Police Department – No report
- City of Roseville - Bill Aiken - Crews are ready to pour the first deck of the parking garage. There are newly designated 5 minute pick up/drop parking spots on the 200 block of Vernon Street, in front of Ninja Sushi.
- Roseville Community Development Corporation - Chris Robles – Council approved purchase of Fire Station 1 for the University of Warwick.
- Roseville Parks and Recreation - Kathy Barsotti – The comedy show sold out. Restaurants in the District were very busy beforehand. Wine Down Wednesday returns on April 12<sup>th</sup>. Friday Flicks on March 21<sup>st</sup> will feature “The Secret Lives of Pets”. The summer activity guide is out.
- Roseville Chamber of Commerce - Wendy Gerig – Nominations for Young Professional of the year Award, Entrepreneur Award and Business Person of the Year Award are due by May 5<sup>th</sup>. There will be a ribbon cutting, business showcase and mixer on April 11<sup>th</sup> at Randy Peters Catering.
- Downtown Roseville Merchants – Geoff Sakala (no report - all items were mentioned earlier in meeting)

**Motion to Adjourn at 5:01 p.m.**