



Board of Directors Regular Meeting Minutes

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

Wednesday, February 22, 2017

3 p.m.

Board Members Present - Mark Vespoli, Dave Piches, Chris Robles, Tom Carlson, Haavard Sterri

Staff Present – Kat Maudru

Others Present – Dale Olsen, Bill Aiken, Terri Shirhall, Wendy Gehrig, Scott Alvord, Kathy Barsotti, Mark Hegel, Kevin Kemper

Call to Order/Introductions – Mark Vespoli 3:01. Terri Shirhall was introduced as a special guest from the City of Roseville Utilities and she gave a brief presentation on new utility rates on City of Roseville. There will be small rate increases for 2017-2017

Public Comment – None

Approval of Minutes from Regular Meeting: 1-25-17 (Piches,Robles, carries)

President's Report – **Doug Wagemann** –None. Wagemann was absent

Treasurer's Report – **Tom Carlson**

- Balance as of 1/31/17 is \$177,210.07
- Discussed financial statements for 2016
- Informed board that tax return was filed February 10th. May place copy of tax return on website for public inspection
- Approval of financials- (Piches, Vespoli carries)

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Action Items

- **Gateway retrofit for LEDs** - **Bill Aikman** summarized total cost for retrofit and painting would be \$56,000. The city would share in some

of the cost. Motion made for board to approve funding of 50% of \$26,000 project for LED lighting, (Robles, Piches carries)

- **Wall Mural Project – Piches.** Discussed wall murals for Vernon St. There would be different mural themes. Discussed various factors such as artists, where to put murals, and costs. Board discussed pros and cons of mural project. Motion made to extend discussion. (Piches, Robles carries)

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Status Reports

- Admin/Projects – **Kat Maudru**
 1. **Media** – Maudru discussed that there would be a radio show with Doug and Keith that would provide publicity for the DRP
 2. **Property Owner Advocacy** – Maudru discussed that each board member will be required to meet with seven district members..
- Finance Sub-Committee – **Tom Carlson**.-Carlson proposed that the DRP fund a special project once a year. The board will discuss further at next board meeting. There was further discussion of a new bank account being opened in which funds could be transferred to draw more interest
- IT/Social Media Sub-Committee –**Kat Maudru**. Reported on Facebook hits and online media status
- Advocacy Sub-Committee – **Vespoli** discussed meeting with district members and reaching out on a more regular basis
- Business/Merchant Sub-Committee – None
- Arts/Entertainment Sub-Committee – **Vespoli** discussed meeting with Blue Line Gallery and possible collaboration on public art.

Stakeholder Reports

- Roseville Police Department –None.
- City of Roseville – **Aiken** – Discussed status of parking garage. Rain has stalled project. There will be two pours within the next month. Overall parking has improved downtown. There will be two new parking spaces for for quick drop off and pick up. Exploring valet parking program.
- Roseville Community Development Corporation **Robles** None.
- Roseville Parks and Recreation – **Barsotti**- Discussed that there is a comedy show planned for February 25th. Wine down Wednesday starts April 12th.
- Roseville Chamber of Commerce –**Wendy Gehrig** – Reported on catering event w/Randy Peters
- Downtown Roseville Merchants-None
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- **Motion to Adjourn at 4:31**