



Board of Directors Regular Meeting Minutes

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

Wednesday, January 25, 2017

3 p.m.

Board Members Present – Doug Wagemann, Mark Vespoli, Geoff Sakala, Dave Piches, Chris Robles, Tom Carlson, Mike Esparza, Haavard Sterri

Staff Present – Kat Maudru

Others Present – Juli Amos, Bill Aiken, John Allard, Wendy Gehrig, Scott Alford, Kathy Barsotti

Call to Order/Introductions - Doug Wagemann 3:01. John Allard was introduced as a special guest and he gave a brief presentation on various issues pertaining to downtown Roseville.

Public Comment – None

Approval of Minutes from Regular Meeting: 12-14-16 (Robles, Vespoli, carries)

President's Report – Doug Wagemann – Discussed new Fig Tree opening. Discussed street blowing on a more regular basis. Announced that all ballots have been counted and that the voting results are now official. There was also a discussion that Doug has had meetings with Mayor Rohan and they are trying to formulate a strategic plan with the city moving forward

Treasurer's Report – Mike Esparza

- Balance as of 12/31/16 is \$194,603.61
- Most accounts are within budget. Marketing was slightly over budget
- Started online billpay in January
- Approval of financials- (Piches, Vespoli carries)

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Action Items

- **Gateway retrofit for LEDs - Bill Aikman** summarized status of LED retrofit for the Gateway Arches. Aiken discussed proposal and cost of \$26,034.00. The vendor was Ellis & Ellis. The DRP would possibly split the total cost of project with the city.
- **Wagemann to attend CA Main St conference** – There was a discussion on Wagemann attending the CA Main St conference in Monterey on Feb 22-24. The board unanimously approved Wagemann attending the conference. He would be given a budget of \$500.00
- **Approve Annual Power Washing Treatment** - Maudru discussed approval for annual power washing treatment. The board unanimously approved a bi-annual power washing treatment. (Vespoli, Piches carried)

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Status Reports

- Admin/Projects – **Kat Maudru**
 1. **Media** – Maudru discussed articles in Press Tribune. She also discussed interviews on radio station with Wagemann and Day Porter program.
 2. **Business cards & stationary** – Maudru discussed the possibility of the DRP purchasing business cards and stationary for the board. It was decided that this issue would be revisited at a later date as there were no board members that were interested. .
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- Finance Sub-Committee – **Mike Esparza**.- None
- IT/Social Media Sub-Committee –**Geoff Sakala**. Discussed construction of new kiosk. Discussed the cost, where it would be placed, and what information would be on it. Sakala also discussed media campaign summary.
- Advocacy Sub-Committee None
- Business/Merchant Sub-Committee – None
- Arts/Entertainment Sub-Committee – Vespoli reported that the different venues are having a difficult time working together. Discussed how to have better coordination between the venues.

Stakeholder Reports

- Roseville Police Department – There was a Q & A session with Roseville PD regarding security in the downtown parking garage. Discussed installing access arms in front of garage.

- City of Roseville – **Aiken** – Discussed that the opening of the new parking garage is still on schedule to open on the scheduled opening date
- Roseville Community Development Corporation **Robles** – Discussed that the city council approved the fire station sale to Warwick University.
- Roseville Parks and Recreation – **Barsotti**- Discussed that there is a comedy show planned for February 25th.
- Roseville Chamber of Commerce –**Wendy Gehrig** – Discussed possibility of DRP assisting w/ funding for Roseville Performing Arts
- Downtown Roseville Merchants - None
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- **Motion to Adjourn at 4:43**