



Board of Directors Regular Meeting Minutes

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

Wednesday, December 14, 2016

3 p.m.

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

Staff Present – Kat Maudru

Others Present – Juli Amos, Bill Aiken

Call to Order/Introductions - Doug Wagemann 3:00

Public Comment – Took Board Photo

Approval of Minutes from Regular Meeting: 11-16-16 (Vespoli, Fuhrman carries)

President's Report – Doug Wagemann – Discussed \$25,000 sponsor fee and review of contract before finalizing. Discussed street blowing on a more regular basis. Last item that was discussed was the fact there were four ballots shy to make the election valid.

Treasurer's Report – Mike Esparza

- Balance as of 11/30/16 is \$236,637.35
- Both Marketing & Admin are over budget for the year. All other accounts were within budget
- There was a discussion of possible transfer of funds to a CD. Will research and get back to board
- Approval of financials- (Furhman, Robles carries)

–

Action Items

- **Holiday Parade** - Doug Wagemann summarized parade. There were a large amount of volunteers. Roseville Rotary may partner with

Downtown Roseville Partnership on next year's parade. The Roseville Chamber would like the Downtown Roseville Partnership to take over parade for next year. There was a board vote on the partnership taking over and managing the parade starting in 2017. The board unanimously approved that the partnership will take over the management duties for the Holiday parade for 2017.

- **Social Media – Geoff Sakala** discussed various social media options. Sakala gave a presentation of three different options with a cost associated with each option. The board discussed the options and then there was a board vote. The board voted unanimously that there would be \$10,000 allocated to a Facebook media campaign. (Robles, Vespoli carries). The media campaign would be reviewed after three months.

Status Reports

- Admin/Projects – **Kat Maudru**
 1. **Day Porter** – Maudru reported that Dexter is taking over day porter duties until Mark can come back..
 2. **Bike Racks** – Maudru discussed the construction of bike racks within the district. It was determined that more research needs to be done before any approval. .
 3. **Parade** – Maudru stated that there was good media coverage at the parade.
- Arch Update – **Bill Aiken**. Discussed light solution on arch. Aiken quoted an estimate of \$28,000 for installing new lights on the arch. Aiken also stated that the City of Roseville may split the cost. Will follow up at next board meeting.
- Finance Sub-Committee – **Mike Esparza**. Will have meeting to discuss 2017 budget
- IT/Social Media Sub-Committee –**Geoff Sakala**. Discussed construction of new kiosk
- Advocacy Sub-Committee None
- Business/Merchant Sub-Committee – None
- Arts/Entertainment Sub-Committee – None

Stakeholder Reports

- Roseville Police Department – None.
- City of Roseville – None
- Roseville Community Development Corporation **Robles** – Discussed additional parking in historic district. Also discussed new construction of new fire station. The fire station will start construction in March of 2017
- Roseville Parks and Recreation -None
- Roseville Chamber of Commerce –**Wendy Gehrig** – Chamber donated \$5,000 to Downtown Roseville Partnership
- Downtown Roseville Merchants - None

-
- **Motion to Adjourn at 4:37**