



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

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

Wednesday, September 28, 2016

3 p.m.

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

**Staff Present** – Kat Maudru

**Others Present** – Anne Chacon, Ken Phillips, Wendy Gerig, Bill Aiken, Kelly Peterson, Dexter Howell, Keith Diederich, Elena Michel, Doug Blake, Kathy Barsotti

**Call to Order/Introductions** - Doug Wagemann 3:01 p.m.

**Public Comment** – Business Owner Kelly Peterson expressed concern over growing homeless issues near her business at 201 Walnut Street. She noted that the police have been contacted on numerous occasions. Mike Esparza said that he has also had issues and that the problems seem to be elevating. Mark Vespoli expressed concerns over parking during constructions. Chris Robles and Bill Aiken said they would look into more signage directing vehicles to the parking garage.

**Approval of Minutes** from Regular Meeting: 8-24-16 (Robles, Esparza, carries).

**President's Report** – Doug Wagemann

- **New Transient Officer** – Wagemann met with Jed O'Rourke, the new Transient Officer for the District. A second office will be patrolling parks and bikeways. Placer County now has a probation officer riding along with Roseville transient officers. Probation checks can be made at stops. O'Rourke reinforced to Wagemann that calls should be made whenever there is an incident.
- **Holiday Parade** – Dolly and David Fiddymont will be that grand marshals of the parade to honor their family. The committee is looking for volunteers.
- **Assessment Check** – Wagemann received a check from the city for \$7,430 for assessments.
- **Trip to Livermore** - Placer County's Economic Development Board is offering a bus trip to Livermore on October 3 to learn about their downtown

successes and Main Street program. The invitation was extended to the DRP.

- **Glue Factory** – The first group of entrepreneurs is getting ready to graduate from the Glue Factory. They have asked to be kept apprised of vacancies in the District.
- **Non Profits in the District** – Doug noted that there are quite a few non profit organizations within the District. Suggestions of a sub committee or an invitation for them to our meetings to ascertain their needs and concerns were made. information...there is a Downtown Roseville pickup and drop o
- **Downtown Tuesday Nights** – Downtown Tuesday Nights will be coming back next year, from May 2 through July 25<sup>th</sup>. There ay be sponsorship opportunities for the board to look at.

### **Treasurer's Report** – Mike Esparza

- There have been issues with the bookkeeper and she has resigned. Tom Carlson, who is looking to join the board may be able to help.
- Final payment was made for power washing (\$16,000) Kat's insurance/general liability, and Gathering Inn expenses.
- Review of Financials/Budget – Bank account balance is \$268,542 as of August 31<sup>st</sup>
- Approval of Financials – (Fuhrman,Vespoli) motion carries.

### **Action Items**

- **Bike Racks**– Kat Maudru – Two bike rack designs and quotes were presented. There are safety concerns about cyclist on Vernon Street because of the angular parking. It was determined that investing in bike racks was premature and could be revisited when construction has been completed.
- **Holiday Decorations** – Bill Aiken and Chris Robles were going to look into the backlighting on the Vernon Street arches to determine whether or not the lighting could be made brighter. Installation of permanent lights for the arches was tabled pending their discovery. Motion to approve \$850 for 8 holiday wreaths. (Robles, Piches), motion carries.
- **Family Fun Night** – Doug Wagemann – Family Fun Night takes place on October 27<sup>th</sup>. Up to 3,000 people are expected to attend. Doug noted that the DRP should work collaboratively with organizations to promote Downtown Roseville as a destination for family, community and business to enjoy and thrive, Motion to approve \$1,000 for sponsorship of Family Fun Night. The money would finance 3,000 bags with the DRP logo to be handed out. (Robles, Vespoli). Motion carries.
- **Tom Carlson to Stand for Election as Board Member** – Doug Wagemann – Tom has had a business on Oak Street for 12 years He wants to get more involved and provide feedback. Motion to approve for

ballot Tom Carson as a Board Member representing the Off Vernon businesses. (Robles, Esparza). Motioned carried.

- **Haarvard Sterri - Elect to replace Anne Chacon as Board Member** – Doug Wagemann – Doug thanked Anne for her service since the PBID's inception. Haarvard is the Senior Director of Marketing for Consolidated Communications. He brings with him a great amount of marketing, advertising and communication experience. Motion to elect Haarvard Sterri to replace Anne Chacon as a Board Member. (Piches, Robles) Motion carried
- **Second signer for DRP Checking Account** – Doug Wagemann – With Anne Chacon leaving, a new second check signer is needed. Motion to appoint Mark Vespoli as Second Signer. (Robles,Piches). Motion carries.
- **New IT/Social Media Sub-Committee Lead Person** – Doug Wagemann – Motion for Geoff Sakala to fill IT/Social Media Sub-Committee Lead Person position vacated by Anne Chacon. (Esparza,Robles). Motion carried

## Status Reports

- Admin/Projects
  - **Power Washing** - Maudru reported that power washing project was completed. She will present options for "as needed" future power washing applications.
  - **Day Porter** – Keith Deiderich with The Gathering Inn is very pleased with the way the program is going. He introduced Dexter Howell, the DRP's new Day Porter. The program now is in effect Tuesday through Saturday.
  - **Media** - Wednesdays On Tap received coverage by KCRA's Live Copter 3. The Hot Pink Fun Run was covered by Fox 40, KCRA and KMAX (Good Day).
  - **Window Clings** – repairs to 232 and 222 Vernon Street clings are complete.
  - **Leaf Blowing** – the first application will be scheduled prior to Family Fun Night (10/27)
  - **Kiosk** – Geoff met with City Staff and IT. All parties continue to be in favor of moving forward. With Anne's departure, he welcomes more board members to join this committee.
- Finance Sub-Committee – Mike Esparza – Tom Carlson will join the subcommittee. They will look into how to improve bookkeeping and possibly have Tom's business take over bookkeeping.
- IT/Social Media Sub-Committee – Geoff Sakala – Lots of updates have been made to the website. Kat Maudru will be meeting with Geoff and his team. There is an interest in linking the Roseville Chamber's website to the DRP's website.

- Advocacy Sub-Committee – Mark Vespoli, Bill Aiken, Wendy Gerig. Mark met with Bill to discuss creating a roadmap for people who wish to open a business and need permits/plans. They discussed creating a roundtable which includes City representatives and individuals who have had challenges at the counter. Better coordination may help the process move more smoothly. As projects change, requirements may change, so interactions with the City must be ongoing. Dave Piches noted that new businesses underestimate the cost of permits. The building department has a lot of regulations and needs a level of documentation. Individuals should be open with regards to expectation of costs to open new businesses.
- Business/Merchant Sub-Committee – Geoff Sakala reported that the DRM mixer was very well attended. Downtown Tuesday Nights will be back next year. The Businesses and Merchants met recently There is an interest in promoting Small Business Saturday (11/26).
- Arts/Entertainment Sub-Committee – Mark Vespoli. The group has not gotten together since the last meeting. Mark is still coordinating with Michelle Raskey at the Roseville Theater. There was discussion about refurbishing the existing wall mural, which has some cracks. Other walls may also lend themselves to murals. This will be a topic to bring up with the group when they meet.

### **Stakeholder Reports**

- Roseville Police Department – Doug Bake addressed frustration over homeless issues that Kelly Peterson brought up earlier. He noted that Officer O'Rourke is the best resource and that the issue is increasing throughout the region. In addition, officers are being educated on changing laws regarding homelessness.
- City of Roseville - Bill Aiken – (no report)
- Roseville Community Development Corporation - Chris Robles (no report)
- Roseville Parks and Recreation - Kathy Barsotti – Remembering our Fallen observance will take place on November 1<sup>st</sup> at the library. New upcoming events calendar was distributed.
- Roseville Chamber of Commerce - Wendy Gerig – Wendy appreciated the City allowing her to attend meetings that address development issues. She will share findings with Mark and the advocacy subcommittee.
- Downtown Roseville Merchants – Geoff Sakala reported that the next regular DRM meeting will be a mixer at Monk's on September 7 from 5-7 p.m.

**Motion to Adjourn at 5:02 p.m.**