



Board of Directors Regular Meeting Minutes

Roseville Chamber of Commerce, Conference Room | 650 Douglas Boulevard,
Roseville, CA 95678
Wednesday, August 23, 2016
3 p.m.

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

Public Comment - none

Approval of Minutes from Regular Meeting: 7-27-16 (Vespoli, Robles, carries).

President's Report – Doug Wagemann

- **Holiday Parade** – Nov. 19 at 10:30 a.m. New time so that parade lets out at lunch time in the hopes attendees will stay in downtown and patronize restaurants. Farmers Market in town square that morning - will be looking at other merchants, nonprofits and local organizations to bring additional events/draws to bring people to square (i.e. Roseville Theatre carolers, face painters, etc...). Kat Maudru will be this year's Parade emcee once again.
- **Dash of Panache** – new hours of operation - now open Wednesday through Sunday.
- **PBID Administration** – Doug researching other PBIDs and Civitas to find out how to fill the gap left by Liz Krohn. Will not be hiring them on retainer, but will use Civitas as needed when things come up.
- DRP now has membership in the **California Downtown Association**. Doug will be active with this group to learn best practices from other organizations.
- **Annual Meeting** – will happen in October as required by bylaws. Will be nominating officers which will go out on a ballot by mail to the entire property owner database.

Treasurer's Report – Mike Esparza

- Review of Financials/Budget – Bank account balance is \$275,382 as of July 31. Checks to be written include final payment to Liz Krohn (\$2000), Gathering Inn for Day Porter services (\$936.55).

- Budget – expenses for Kat Maudru’s services have been split over two categories.
- We have significant amount of funds remaining to spend for 2016. We need to identify projects that benefit downtown and can occur within this year.
- Approval of Financials – (Robles, Vespoli) motion carries.

Action Items

- Holiday Banners for Full District – Kat Maudru – Sierra display presented two custom holiday banner options – board’s preference was for the blue “Season’s Greetings” option. Total cost is \$5,862.10 including change-out of existing banners. Bill Aiken will work with City Parks & Rec department and DRM for approval/blessing before proceeding. Motion to accept banner design and pricing (Sakala, Robles), motion carries. Suggestion to switch out percentage of banners with seasonal things throughout year (i.e. “Shop, Dine, Play” or Downtown Tuesday Nights). Arts & entertainment Committee will discuss additional banner design options and make a recommendation.
- Website Management/SEO-SEM – Doug Wagemann reported that we have engaged ClickSpring and Geoff Sakala to manage our website, SEO, SEM and social media. There was some question in the last meeting about potential conflict of interest. We have been advised by our counsel that there is no conflict of interest assuming Sakala does not vote on anything related to the contract. Motion to approve contract with ClickSpring at \$350 per month for an initial period of six months (Chacon, Vespoli), motion carries. Geoff Sakala excused from meeting for this agenda item discussion and vote.
- Liability Insurance for Kat Maudru – Wagemann reported that liability insurance for Kat is required by our MOU agreement with the City as a contractor. Annual premium is \$425 per year. Motion to approve installment of insurance policy (Robles, Sakala), motion carries.
- By Law approval for Article 4, section 3 - establish a percentage threshold for property owner ballot respondents – Kat Maudru. Getting 51% voting threshold of property owners was incredibly difficult last year and took several months and rounds of letters and phone calls. This 51% threshold is much higher than other PBIDs. Options discussed include lowering the threshold or a simple majority of all ballots received regardless of the number received. Ballots are not weighted by property size – each owner gets one ballot. Motion to add a change in our bylaws to the 2016 property owner ballot that would change the 51% property owner voting threshold to 30% (Robles, Vespoli), motion carries. This applies only to annual

property owner ballots (i.e. election of officers, bylaw changes), not formation or renewal campaigns.

- Dave Piches – Motion to add Dave Piches to the DRP board (Robles, Vespoli) motion carries.

Status Reports

- Admin/Projects
 - **Power Washing** - Maudru reported that power washing is ongoing in downtown, they are offering specials to property owners who want additional power washing services for their properties.
 - **Day Porter** - A second day porter candidate, Victor from the Gathering Inn, is shadowing/training with Mark Hegel to be his backup and cover additional hours.
 - **Kiosk** – Sakala reported the subcommittee met with city staff on a fact finding mission. Identified next steps including developing list of requirements, budget range, features and functionality as well as best practices, recommendations and lessons learned from other jurisdictions.
 - **Bike Racks** – Maudru reported discussion ongoing with alternative transportation. They can provide guidance on specs and contracting, but don't have time to lead project.
- Finance Sub-Committee – Mike Esparza, Tom Carlson CPA (no report).
- IT/Social Media Sub-Committee – Anne Chacón, Geoff Sakala (no report).
- Advocacy Sub-Committee – Mark Vespoli, Bill Aiken, Wendy Gerig. Discussed with Bill Aiken how to better educate people seeking approval on projects in Downtown Roseville. Wendy Gerig joined committee.
- Business/Merchant Sub-Committee – Geoff Sakala reported Rob Dick (BEA), Lou Cinquini (Lucy's Salon), Debra Oto-Kent (Glue Factory/Health Education Council) and Tami Teel (Tami Teel Designs) have all expressed an interest in joining subcommittee. Some have noticed that window clings are starting to come off - Kat has message into Seal Signs to fix and/or replace.
- Arts/Entertainment Sub-Committee – Mark Vespoli, Michelle Raskey. Vespoli reported that new Blue Line Arts director has joined the group and they will start meeting again.

Stakeholder Reports

- Roseville Police Department – Robles reported City is working with Sacramento Steps Forward, a non-profit homeless service provider on a risk assessment and study on Roseville's homeless population. So far, 95 regular individual homeless persons have been identified. Will begin

looking for individual approaches with those in that group. Programmatic and metric driven approach to addressing needs of populations. Expect a report to council in next two months.

- City of Roseville - Bill Aiken – City has signed contract with construction company and expect to start construction in September. Will be initial newsletter to businesses immediately adjacent to property site. Additional newsletters will be sent to all downtown partners. Doug suggested we do some education with downtown merchants to encourage them to park in garage. Will develop flyer that Mark Hegel can pass out to all downtown businesses.
- Roseville Community Development Corporation - Chris Robles (no report)
- Roseville Parks and Recreation - Kathy Barsotti shared an upcoming events calendar with lots of new and returning events and reported that attendance at Saturday Farmers Market is averaging 750 per week.
- Roseville Chamber of Commerce - Wendy Gerig reminded everyone of Splash event coming up on September 10. Free seminar on cyber security on September 29 at Quest.
- 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 4:39 p.m.