



**-Board of Directors Regular Meeting Minutes-**  
Roseville Chamber of Commerce, Conference Room  
650 Douglas Boulevard, Roseville, CA 95678  
Wednesday, July 27, 2016  
3 p.m.

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**Members Present:** Doug Wagemann, Mark Vespoli, Mike Esparza, Steve Fuhrman, Chris Robles, Geoff Sakala.

**Members Absent:** Anne Chacon.

**Staff Present:** Kat Maudru.

**Guests Present:** Bill Aiken, Wendy Gerig, Doug Blake, Troy Bergstrom.

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- I. Meeting called to order by President Doug Wagemann at 3:03 p.m.
- II. **Public Comment** – None.
- III. **Approval of Minutes** from 6/22/16 Regular Meeting. (Vespoli, Fuhrman, carries).
- IV. **President's Report** – Doug Wagemann
  - Report to Council – Wagemann reported the DRP report to council was well received. In addition, the DRP/City agreement was voted on. Insurance with the City is now in place and the partnership status is complete.
  - Civitas - Wagemann reported that the Civitas audit resulted in three changes – two parcels listed as commercial are in fact residential. One parcel listed as residential is in fact commercial. Changes have been submitted to the county. The adjustment resulted in \$100 in additional revenue. Wagemann will get a proposal from Civitas for “as needed” services to remain in compliance. He will also ask Civitas about other PBID contractors for legal purposes.
  - New Board Member - Wagemann stated that the board needs to consider board member candidates to replace Janette Moynier. Dave Piches' name was mentioned.
  - Financials – Wagemann reported that the Treasurer's Report will be moved to earlier in the meeting agenda. Esparza will provide a brief paragraph of financial activities in

order to condense and expedite reporting. Robles noted that financials are a priority and should be given time to be properly addressed.

#### V. **Treasurer's Report**

Esparza presented current financials. He is working on a financial summary template. New bank balance is \$282,982.02. (Fuhrman, Robles, carries).

#### VI. **Action Items**

- a. **Power Washing Rebid for Full District** – Wagemann will take before and after photos of areas to be power washed. Flyers will be sent out prior to power washing schedule. Maudru presented a new bid for power washing the entire district. Several locations were removed from the list. Motion to proceed with the bid with modifications not to exceed \$1,800 (Robles, Vespoli, carries).
- b. **Cling Install at 515 Vernon** - Maudru shared a quote for \$1,080 from Seale Signs for window clings on 515 Vernon Street. It was determined that the building is owned and the existing property owner is not moving toward occupying the property. An approach of asking owners to fix shades, make repairs and draw curtains down was discussed. Motion to deny paying for window clings for 515 Vernon Street. (Robles, Vespoli, carries).
- c. **Website Management/SEO-SEM** – Maudru suggested that a contractor could manage the DRP website and head up SEO-SEM. Geoff Sakala with Click spring submitted a proposal. Wagemann will reach out to legal counsel for a written opinion concerning possible conflict of interest. Motion to table until legal written opinion is received. (Robles, Vespoli, carried).
- d. **Liability Insurance for Kat** - Wagemann suggested a one time \$500 increase for Maudru to cover liability insurance. Esparza will look into types of policies. Tabled.
- e. **Check Signing Policy** - Policy could not be found, so it is being reviewed anew. Motion to approve check signing policy as follows: Any check(s) issued by the Treasurer of the DRP up to a maximum limit of \$5,000 will require only one signature by a Board member approved by the Board who is authorized as a signer on the DRP checking account. Any check(s) issued by the Treasurer of the DRP with an amount greater than \$5,000 will require two signatures by Board members approved by the Board who are authorized as signers on the DRP checking account. Pre-signed Checks are prohibited. (Robles, Fuhrman, carried)

- f. **Appointment of Subcommittees** – Wagemann reported that a lot has been done in the last 18 months and in order to move forward it makes sense to divide duties into subcommittees, which could report back to the board with findings and recommendations. Committees would be created on an annual basis. Proposed subcommittees were Executive (Wagemann, Chacon, Robles), Advocacy (Vespoli, Alkens, additional member(s) TBD), Finance (Esparza, Tom Carlson, additional member(s) TBD), Business/Merchants (Sakala, additional members TBD), IT/Social (Chacon, Sakala, Fuhrman), Arts and Entertainment (Vespoli, additional member(s) TBD). Executive committee is subject to the Brown Act. Subsequent committees would be ad hoc and report to board. Motion to approve Executive Committee as a sub committee as described (Robles, Vespoli, carried). Motion to approve subsequent subcommittees through 12/2016 as ad hoc committees with leads identified, and additional members to be determined (Robles, Esparza, carried)
  
- g. **Membership: California Downtown Association** - Wagemann reported that this organization provides access to libraries and resources, networking and meetings with other PBIDS. Sakala noted that membership could be helpful for questions, concerns, and recommendations. Annual membership fee is \$300. Motion to approve membership (Sakala, Vespoli, carried).

## VII. Status Reports

- a. **Media Coverage, Day Porter, Banners, Tree lights** - Maudru reported that the Sacramento Bee wrote a great article about the Day Porter program, which ran on July 7, 2016. Keith Diederich with The Gathering Inn says there will be a 2<sup>nd</sup> porter candidate by 9/1/16. Porter Mark Hegel has new porter shirts and Promote Me has a digitized version of the DRP logo for use by the board. Banners on side streets are complete. Tree lights on Vernon are re-wrapped.
- b. **Kiosk** – Sakala reported that Chacon has taken the lead on this project. Research is being done. A meeting will be scheduled with Roseville’s CIO. Robles noted that it is important that the City be a partner in this project. It will be advantageous to collaborate and consolidate.
- c. **Art/Entertainment/Restaurant Map, Bike Racks, Advocacy** – Vespoli reported that the maps are done and are being distributed by the day porter. There is an Arts Council meeting scheduled for August. Spots for additional bike racks have potentially been identified. Maintenance requirements will be explored. Robles suggested the DRP fund subsequent bike racks, and the city installs and maintains them. Vespoli hopes the new advocacy subcommittee will provide more guidance for people who seek to move businesses to the District. Bill Aiken suggested

that Vespoli's experience with water issues in his building may serve as a case study for improving service at the counter.

- d. **Holiday Parade** - Wagemann reported that a holiday parade events committee is meeting to help create activities before and after the parade. Special day of discounts/coupons may also be considered.

## VIII. **Stakeholder Reports**

- a. **Roseville Police Department – Troy Bergstrom and Doug Blake –** Bergstrom reported that there have been a lot of changes in the police department. Lieutenant Blake is taking Bergstrom's place working with the DRP and will attend the meetings that Bergstrom can't. Day porter Mark Hegel will be working with Blake. The Station night club shooting was unprecedented in the city and county and is being taken very seriously. City codes and laws regarding the homeless population may undergo significant changes. During this transition, issues created by homelessness may take more time to resolve.
- b. **City of Roseville – Bill Aiken –** Aiken reported that the updates to council were very well received and that Wagemann did a great job presenting. Garage plans are 100% complete. They will go before council one more time and then begin construction in September. Nearby business will be notified prior to construction beginning. The permit has been issued for the Fig Tree and Randy Peter's. The Strum Shop opens on 7/29.
- c. **Roseville Community Development Corporation – Chris Robles –** Robles reported that the Stamos Building is interested in leasing space. They are open to the idea of more tenants beyond Tumbleweed. He noted that large development companies and brokerage houses are beginning to look at Downtown Roseville. Advantage Roseville is considering a broker appreciation event. KCRA's A List has several Downtown Roseville businesses in the running for number one in their categories.
- d. **Roseville Chamber of Commerce – Wendy Gehrig -** The deadline for Leadership Roseville is 7/29. SPLASH is set for 9/10
- e. **Downtown Roseville Merchants – Geoff Sakala –** Sakala reported that the DRM is in negotiations with a promoter for a possible three year deal for Downtown Tuesday Nights. They are hoping to bring it back in 2017.

Meeting adjourned at 4:56 p.m.