



-Board of Directors Regular Meeting Minutes-
Roseville Chamber of Commerce, Conference Room
650 Douglas Boulevard, Roseville, CA 95678
Wednesday, June 22, 2016
3 p.m.

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

Members Absent: None.

Staff Present: Liz Krohn, Kat Maudru.

Guests Present: Bill Aiken, Michelle Raskey, Jerry Smith, Wendy Gerig, Ken Phillips, Kathy Barsotti.

- I. Meeting called to order by President Doug Wagemann at 3:01 p.m.
- II. **Public Comment** – None.
- III. **Approval of Minutes** from 5/25/16 Regular Meeting with one correction on the Parade, should read “board not ready to make a decision.” (Vespoli, Fuhrman, carries).
- IV. **President’s Report** – Doug Wagemann
New Farmer’s Market – Wagemann reported that the City is kicking off a new year-round weekly Farmers Market on Saturdays from 8 a.m. – 1 p.m. in the Town Square.

Liz Krohn Resignation - Krohn has submitted her resignation to have more time to take care of some family issues. Civitas is a resource for DRP if any legal issues come up. Krohn noted the timing works out well as marketing activities that she has been responsible for have slowed down and Kat is coordinating the programs, services and activities.
- V. **Parade – Wendy Gerig**

Wagemann shared that the Chamber of Commerce would like the DRP to consider taking over the Annual Holiday Parade as mentioned in the previous Gerig shared some background about the Holiday Parade which has been coordinated by the Chamber for many years. The 2016 Parade will be the 55th annual. It has traditionally been held the Saturday before Thanksgiving. Chamber has been in discussions with City staff on how to better coordinate Parade and city holiday events.

Gerig has provided a copy of the parade financials including profit/loss to Wagemann. Highlights include \$1,400 generated in float entry fees (about 150 entries), remainder of income is sponsorships. Major expenses are City street closures (about \$5,000) and port-a-potties. Chamber's Net Parade revenue in 2015 was about \$12,000. In anticipation of bringing on a partner for the Parade, the Chamber has budgeted \$6K in net revenue for 2016

Event planning/volunteers – The Parade is planned entirely by Chamber events staff using a step-by-step planning manual. Volunteers help run the Parade on the day of the event. Planning duties include submitting request for street closures to City, authorization form UP to use their property for staging/check-in, authorization from Roseville Square to use parking lot for Parade disbursement, authorization from Rock of Roseville to use their parking lot for bands/horse lineup area, coordination with horse judge, promoting parade entry application in September.

Kathy Barsotti shared that Parks & Recreation staff is working on ideas for an event in the Town Square that would coincide with the Parade. Recommends pushing Parade back to 10 a.m. with a pre-event at 8 a.m. This would push the Parade finish back to lunchtime, so people would be more likely to patronize restaurants and businesses downtown.

DRP Board expressed interest in one-year partnership with chamber where we could share expenses/revenues. DRM willing to participate in event planning.

Motion to partner with Chamber on the Parade for 2016 only with details of partnership and finances to be determined (Robles, Fuhrman, carries).

VI. **Action Items**

- a. **Additional Porter** – Maudru reported that the candidate for second porter is no longer available. Gathering Inn is looking for additional candidates as a backup for Mark in case he is ill, needs time off or eventually finds full time work. Estimate an additional \$3,000 per year needed in porter budget for second porter labor. Kat will look into different clothing options to make sure porters are easily identifiable around the district. Motion to increase Day Porter program from \$10K to \$15K to augment the day porter

program, expand hours and purchase new shirts (Chacon, Robles, carries).

- b. **Power Washing** –Maudru shared a quote from Accurate Cleaning for power washing downtown sidewalks. Company uses reclaimed water and closed loop system so that used water is recycled. Wendy recommended asking if they offer a Chamber discount. Robles, Vespoli volunteered to walk off-Vernon areas to determine which areas need power washing. Motion to approve sidewalk pressing washing of Vernon Street “arch to arch” and create a new ad hoc Power Washing Committee of Robles, Vespoli to prioritize the remaining off-Vernon side streets (Robles, Fuhrman, carries).

VII. Status Reports

- a. **Tree Lights** – work continues on re-stranding and adjusting tree lights. Time has been adjusted so lights don’t come on too early.
- b. **Banners** – additional banners have been ordered. A total of 20 new banners are being added around district in Off-Vernon areas.
- c. **Day Porter Press Release** – Will be released the week of July 5.
- d. **Annual Report & Agreement with City** – These items will go before the Roseville City Council at the second meeting in July. Council will vote receive the Annual Report and vote on the City/DRP Contract. There will be an opportunity to do a presentation in front of Council.
- e. **Media Coverage** – DRP representatives have done a total of about 15 radio shows/interviews over the past month. Kat will pitch Farmer’s Market to additional outlets as well.
- f. **Newspaper Boxes** – Maudru reported this to be a more complicated undertaking than originally anticipated. Staff will need additional time to put together a plan.
- g. **Kiosk** – Chacón reported that the Kiosk Subcommittee will meet with City of Roseville CIO to discuss electronic kiosk.
- h. **Bike Racks** – Vespoli reported he spoke with Mike Dour of City’s Alternative Transportation division to discuss installing bike racks in addition to what the City has installed/planned. Vespoli shared a photo of the city’s bike rack that will be installed on city properties. Will walk district to identify locations, which would need to be approved by the City. Arrangement with City is to be determined, but we may choose to fund additional bike racks which would be installed and insured by the City. Board expressed a preference is having a consistent bike rack design throughout downtown.
- i. **District Brochures** - Vespoli reported the Arts Council continues to meet and has begun talking about a Downtown Arts, Entertainment and Restaurant brochure/map with business listings. Subcommittee has identified 23 businesses that would be included. Estimate cost of \$1,400

for 4,000 copies including printing and design. Motion to allocated \$1,400 for design and printing of new brochure (Fuhrman, Vespoli, carries).

- j. **Business/Merchant Committee** – Tabled
- k. **Advocacy** – Krohn shared some property owner advocacy ideas developed by the Advocacy Subcommittee. First priority is outreach to property owners to open lines of communication. Vespoli shared importance of supporting property and business owners in navigating issues and problems with City permitting/approval process. Vespoli suggests creating a subcommittee with experienced property owners/board members who can help the less experienced through the process. Vespoli to come back with proposal for board to consider at next meeting.

VIII. **Treasurer's Report**

Esparza presented current financials. All property assessments for 2016 have been deposited as of June 6 (\$233,483). New bank balance is \$298,401.84.

Insurance – Installed new general insurance policy to satisfy requirements of contract with City. Minimal change to policy cost.

Motion to approval of the Financials (Fuhrman, Robles, carries).

IX. **Organization Reports**

- a. **Roseville Police Department** – Robles shared that a new officer has been assigned to the beat currently covered by Officer Dave Flood. They have not announced the name yet.

- b. **City of Roseville**

Aiken shared the City's Infill Project Review Team will meet with anyone interested in doing an infill project in downtown or anywhere in the City to help them understand what to expect with the process. Average of 6-7 take advantage of the program per year.

The Mercy Housing Project at 623 Vernon was approved. The City's second parking garage plans are 93% complete, will be going out to bid for a contractor soon. In the 316 Vernon Building, Sierra College has delayed their move-in due to some lease issues in their current space. Classes downtown will now begin Fall 2017 rather than Spring 2017.

- c. **Roseville Parks & Recreation** – Barsotti shared information on the new downtown Farmer's Market. The last Summer Concert drew nearly 1,500 attendees, the highest yet. Food trucks are drawing 1,500 people per night and there have been no new complaints with new location.
- d. **Downtown Roseville Merchants** – DRM is interviewing promoters for Downtown Tuesday Nights and is looking to set a date for the fall Family Fun Night. Strong interest in doing a business walk in downtown and partnering with DRP as a joint event.

Meeting adjourned at 4:46 p.m.