



-Board of Directors Regular Meeting Minutes-
Roseville Chamber of Commerce, Conference Room
650 Douglas Boulevard, Roseville, CA 95678
Wednesday, May 25, 2016
3 p.m.

Members Present: Doug Wagemann, Anne Chacón, Mike Esparza, Janette Moynier
Mark Vespoli, Geoff Sakala.

Members Absent: Steve Fuhrman, Chris Robles.

Staff Present: Liz Krohn, Kat Maudru.

Guests Present: Mark Hegel, Scott Alvord, Katie Curler, Michelle Raskey, Jerry
Smith, Ken Phillips.

- I. Meeting called to order by President Doug Wagemann at 3:01 p.m.
- II. **Public Comment** – None.
- III. **Approval of Minutes** from 4/27/16 Regular Meeting (Moynier, Vespoli, carried)
- IV. **President's Report** – Doug Wagemann
 - Glue Factory** – walked district with Gordon Fowler and Debra Oto-Kent for their weekly walk.
 - SPCA Woof Wine & Dine Event** – held in downtown Roseville, drew about 600 people. Lots of foot traffic and restaurants full.
 - Parking Education** – more complaints about congested traffic behind theater. Need to start educating businesses and employees to start parking in garage and leaving close spaces for customers. Second parking structure expected to open in May 2017.
 - Keller Williams Volunteer Day** – 80-100 volunteers from Keller Williams walked the district to do cleanup/trash pickup throughout district. All encouraged to have lunch in a local eatery and to drop in and visit merchants.
 - CA Franchise Tax Board** – Nonprofit Tax Exemption application was submitted and it was approved.

V. Action Items

a. PBID/City Contract for Services

Contract between the DRP and City outlining the responsibilities of each party. Changes discussed at last meeting have been incorporated, highlights of which include: double-indemnification of both parties (will need to secure liability insurance to cover this), prevailing wage law and indemnity insurance for all future vendors/contractors we may hire. Motion to accept the contract and submit to City of Roseville (Moynier, Esparza, carries).

b. Holiday Parade

Wagemann reported that the Chamber is interested in the DRP taking over the Parade or at least partnering with Chamber in the planning of the event. We would need to cover the insurance costs for the event. No other staff or financial resources are being requested of the DRP. Board is open to being a part of a joint committee between the Chamber, DRP and City to plan the event with volunteers, but is **not** ready to make a decision without more details on parade financials and planning documents.

c. Tree Light Restringing/Augmentation Project

Quote for restringing and one additional strand per tree is \$9,520. Wagemann mentioned the lights on the tree between Monk's Cellar and Ninja are always out. Staff to address with contractor. Suggestion to look into other lighting options for next year if the growth continues at this rate and we must re-string every year. Motion to approve existing quote and explore different lighting in 2017 (Moynier, Esparza, carries).

d. Bike Rack

Maudru recapped previous discussion about need for additional bike rack space in downtown Roseville with new bike trail connection coming in soon. Racks range in price from \$300 to \$500. Vespoli reported that the City has been in contact with him about putting a bike rack in front of his property. This issue will be tabled until we can coordinate with possible City efforts.

e. Additional DRP Street Banners

Maudru shared that Bill Aiken from the City of Roseville has identified 39 "Off Vernon" poles that could accommodate banners within the DRP boundaries. Banners (including installation and equipment) cost \$245 each, for a total of approximately \$10,000 for all 39 eligible poles. Maudru recommended not doing all 39 because it would be too many. Motion to approve up to \$5,000 for off-Vernon street banners, exact poles to be determined by Bill Aiken and Kat Maudru at their discretion (Moynier, Esparza, carries).

f. **Arts & Entertainment Budget**

Vespoli reported that the Downtown Roseville Arts Council is in the formation process and has begun meeting to discuss ideas to have more arts and entertainment options in downtown. The group will be looking for a grant from DRP for some type of collaborative program that includes advertising, promotion of 3rd Saturday Art Walk, banners and signage and coordination with City for shared events in town square. Group is looking to trial a cooperative flyer for this summer advertising all entities. This would be placed at as many venues in downtown Roseville as possible. Board interested in providing seed money to support this as a trial. Will add as an action item for June meeting.

g. **Liability Insurance**

Krohn shared that the new agreement with City requires we have a liability insurance. Esparza estimates the policy will cost approximately \$500. Motion to approve up to \$700 for liability insurance. Esparza will put the policy out to competitive bid, he will not be the broker on the policy (Chacon, Vespoli, carries).

h. **By-Law Approval**

Krohn reported that all changes discussed at last meeting to address Brown Act compliance were drafted and reviewed by Civitas. Motion to accept changes to bylaws as presented with exception of the two highlighted changes which require a full membership vote (excluded changes are: Article 4, Section 1, and Article 4, Section 3.a. (Moynier, Esparza, carries).

VI. **Status Reports**

- a. **Annual Report to Council** – Krohn reported that the report has been submitted to the City.
- b. **Porter update** – Maudru requested board consider adding an additional day porter in light of the positive feedback we have received. New porter would shadow Mark Hegel.
- c. **Media Coverage** – Maudru reported that KOVR and Fox40 were here for Keller William volunteer day. Will be engaging media soon to cover Gathering Inn/Day Porter show. Several radio interviews coming up for Doug Wagemann and Chris Robles.
- d. **Volunteer Clean up Day** - Maudru reported the City will present proclamation of thanks to thank Keller Williams volunteers.
- e. **District Brochures** - Krohn reported on research done of other PBID brochures. Many don't do printed brochures anymore because of expense and frequent information changes. Others do a single flyer that directs people to an online source for up to date information. Most have a map and a list of businesses. Board is leaning toward kiosk with changeable information. Sakala, Chacon volunteered to work with staff to research kiosk options.

- f. **Advocacy** – Maudru request board members help make outreach calls to property and business owners to share what we've done so far, get feedback and input on what else they would like to see happen next.
- g. **Business/Merchant Committee** – Tabled for further discussion.

VII. **Treasurer's Report**

Esparza presented current financials. Property assessments from December still have not been received. Wagemann will follow up with Bill Aiken at the City to check on status of funds.

Budget – Esparza presented 2016 budget and reported that we have \$18K left to spend in marketing, \$82K left in Maintenance, \$51K left to spend Security, \$4K left to spend in Admin, and \$11K left to spend in Contingency. This does not include carryover funds from 2015. Esparza will make suggested changes and bring back to board in June for vote.

Finance Committee – Esparza reported that Tom Carlson, CPA has agreed to serve on DRP Finance Committee.

Motion to approval of the Financials (Moynier, Sakala, carries).

VIII. **Organization Reports**

- a. **Roseville Police Department** – Lieutenant Troy Bergstrom reported he has been working closely with Mark Hegel, appreciates the reports he is sharing and has been encouraging him not to hesitate calling PD. Recommends getting him something more recognizable to wear to PD and public can recognize him quickly and easily.
- b. **Downtown Roseville Merchants** – Geoff Sakala reported that DRM is having a lot of discussion about events, including bringing back Downtown Tuesday Nights. Recommended doing a joint DRM/DRP Business Walk.

Meeting adjourned at 4:43 p.m.