



Board of Directors Regular Meeting Agenda

Wednesday, February 23, 2022

3:00p.m. – 5:00p.m.

Please join our virtual meeting via the information below. A reminder to please mute when not speaking.

<https://us02web.zoom.us/j/84191099070?pwd=V1NZcmErOE9takVQMkpweThZRi9VZz09>

Meeting ID: 841 9109 9070

Passcode: 285758

Call to Order/Introductions – Dave Piches, President

Members Present: [Mark Vespoli](#), [Lisa Peters](#), [Mike Esparza](#), [Dave Piches](#), [Tom Carlson](#) (left early), [Kat Maudru](#), ([Clarissa Ochoa-Olive](#) arrived at 4pm)

Others present: [Will Mentesh](#), [Geneveve](#), [Ellen Debach-Riley](#), [Mary Towne](#), [Gina McColl](#)

Public Comment (limited to 3 minutes each – for all items on or not on Agenda)

[No public comment](#)

Roseville Police Department Update (please limit to 5 minutes)

[Not present](#)

President's Comments – Dave Piches [Honoring Dexter Porter](#) for all of his years of service.

Approval of Regular Meeting Minutes from 1-26-22 – Dave Piches [Dave Herrick](#) mentioned that he did not 2nd the motion of the Jan financial minutes. Someone else made the motion. Motion by [Mark Vespoli](#), 2nd by [Lisa Peters](#).

Treasurer's Report – David Herrick

- Review of Financials/Budget [cash balance is \\$175K. No significant activity year to date. Wayne asked about dispersing the funds related to navigator \(\\$15k for security and \\$5k for navigator\)](#)
[Dave Piches asked about Façade grant – Carryover of \\$15k that rolled to 2022. Wayne added the city will alternate with the DRP every other year.](#)
- Approval of Financials [motion by Mike Esparza, 2nd by Wayne Wiley.](#)

Stakeholder Reports (Please keep reports brief - 3 minutes each)

- City of Roseville - [Wayne Wiley no new updates on buildings. Apart café has closed.](#)

Fig tree is considering relocating possibly to Apart Café location. Discussion on Downtown Roseville sign that needs to be replaced. City is asking if the DRP is interested in a directional sign on the south end of Washington near the round-about. Lisa asked about arch lights. Contractor has been assigned, just waiting to be scheduled.

Mary Towne asked about the space where Audacity use to be. Mark Vespoli said an event planner will be taking the space.

Trax will be doing a soft open next week.

Will Mentesh asked about old firehouse site. Wayne said RFP will be awarded and is in the process of sale to a developer that proposed a design to meet specific plan. Still working through the details. Wayne plans on coming back with an economic development presentation.

Tower Theatre is in escrow to sell to a university which will likely have a larger presence in the city in the future.

- Roseville Chamber of Commerce – Rana Ghadban **not present**
- Roseville Parks and Recreation – Jeff Nereson **not present**, Wayne mentioned an event for the 4th and 5th level of the older parking garage for a wedding in 2 weeks. Lisa recommended it having added to the social media and newsletter.
- Downtown Roseville Merchants – Jamie Hazen **not present**

Action Items

- Recommend contracting with Elevate Public Relations for creation and distribution of 2021 Annual Report at a cost not to exceed \$2,774 - Kat Maudru
Mary – Scope of work: gather data and information to talk about areas of responsibility and focus on the financials. Reminder went out to the board members. Assist the president with the Presidents comments. Graphic design and printing costs were slightly higher than last year. Manage mailing to all property owners. Kat - present to city council in April or May.

New Discussions

- Gathering Inn check list – Mike Esparza and Tom Carlson We did not get anything from Gathering Inn. Mike and Tom will get together to create our own list
- Tree Lighting Program - Dave Piches granted \$7,500 for tree lights is the first year approved budget. Plan for the program is to work on daylight savings time. So that the lights aren't up year around. Inventory them and maintain them when they are down. Hire a consultant (Jamie Hazen) to purchase the lights.
- Façade Grant Program Update – Wayne Wiley missed discussion due to internet outage. Payouts for 2021 is \$15K
- Fundraising ideas/opportunities for the DRP – Jamie Hazen **Not present** so Kat recommended that we table. But Lisa recommends that the City, DRM, The Grounds, Chamber of Commerce and possibly some service clubs to join in for a larger event in the downtown district. But the goal is to make sure it benefits the DRP and district. Wayne recommends that we included Parks & Rec. Mark Vespoli met with city officials to brainstorm events. Wayne suggests that it could be more effective if we have a plan in place to be able to present a specific ask.
- Mural Program Update – Dave Piches/Jamie Hazen Atlantic street draft – edited suggested changes for the mural ordinance. Will be presented to the city soon.

Will be meeting with Blue Line gallery soon. The idea is to get some improvements made on Atlantic corridor to make it more exciting visible from Old Town Roseville

- Holiday Décor – Lisa Peters Kat and Lisa are looking at decorations for the city.

Status Reports (3 minutes each)

Admin/Projects - Kat Maudru work with Mary on the Annual report, wok with Gathering Inn to present check to Dexter. Connect with Nicole on day porter checklist. Kat is Asking Mary Towne to set up a picture for the board. Lisa clarified that Dexters gift will be \$500 exactly (no taxes). Mike recommended the picture to be taken in the district maybe by the bridges or in the parking garage in front of the mural.

PR/Marketing, Technology, Events - Lisa Peters, Jamie Hazen, Elevate Highlights – various stats on social and newsletter views. Open rates are very good. Growth across all platforms, but January is a slower month. Google ads ran with many new page likes. Report included.

Clean and Safe – Tom Carlson/Mike Esparza Will discuss with Tom. The district seems a little cleaner and safer in 2022.

Governance, Capital Improvements, Budget - Jamie Hazen, Dave Piches Nothing to discuss

Arts/Entertainment – Mark Vespoli mural will be inside Trax

Motion to Adjourn

motion by Mike Esparza 2nd by Dave Herrick

at 4:33pm

NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 minutes' maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.