



**Board of Directors Annual Meeting Agenda  
Minutes**

Wednesday, December 15, 2021

2:30p.m. – 5:00p.m.

Roseville Area Chamber of Commerce

650 Douglas Blvd. Roseville, CA 95678

916-783-8136

**Call to Order/Introductions** – Dave Piches, President @ 2:30pm

**Board Members Present:** Dave Piches, Tom Carlson, Mark Vespoli, Lisa Peters, Mike Esparza, Jamie Hazen, Kat Maudru

**Board Members Not Present:** Wayne Wiley

**Others in Attendance:** Brook Abrames, Marytess, Towne, Geneveve, Ranna Ghadban (Ne Roseville chamber Executive Director), Doug Wageman, Stephanie Hill, Captain Clarissa Oliveira

**Election of Officers** – Dave Piches – All in favor of keeping the same officers

**Election of Executive Committee** – Dave Piches All in favor of keeping the Dave Herrick, David Piches and Wayne Wiley

**Year in Review** – Dave Piches Summary: created 20 additional “we are Roseville banners”, sponsored Blue Line Arts Hispanic heritage month, 3<sup>rd</sup> Saturday art walk, purchased booth at FamilyFest, Sponsors Crime Stopper run, Sponsored Placer breast cancer run, Sponsored Bacon and Brew Bash, co-Sponsored Halloween drive thru, donated to Salvation army, title sponsor for Silvia Besana parade, re-allocated clean and safe program, careful look at tree lighting program by volunteers of the board.

End of Annual meeting minutes

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

No one from the public

**Roseville Police Department Update (please limit to 5 minutes) – No present**

**President’s Comments** – Dave Piches – Congratulations to Ranna Ghadban as the new Chamber Executive Director. Looking forward to continued relationship with the downtown and the chamber. DRP evolved from the revitalization committee. Ranna has 12 years of experience working with Chambers. Looking forward to 2022. Piches commented on the individual talents of each working board member. We like to exciting and fun projects. 2022 emphasis will involve more maintenance. Coordinate with the Lighting and Landscaping district. We shouldn’t have to wait for the city to get it fixed. We should be the way to get it fixed sooner. More maintenance.



**Approval of Regular Meeting Minutes from 10/27/21** - Dave Piches approval of the minutes by Lisa Peters, 2<sup>nd</sup> by Tom Carlson

**Treasurer's Report – David Herrick**

- Review of Financials/Budget – Reviewed the attached financials. Biggest thing to note is that we carried over \$100K in reserves. Lisa Peters, are we ok with carrying a reserves each year? Legally? Time limit? Mark Vespoli asked about the total revenue breakdown. Dave Herrick will be starting the 2022 Budget soon. Each subcommittee should meet in January to make suggestions on 2022 spending allocations
- Approval of Financials Motion by Jamie Hazen, 2<sup>nd</sup> by Lisa Peters

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

City of Roseville - Wayne Wiley *not present*

Roseville Parks and Recreation - Kathy Barsotti  
*Not present*

Roseville Chamber of Commerce – Rana Ghadban  
*Planning for 2022 and opening nominations for future awards. Starting on Placer valley 2022.*

Downtown Roseville Merchants – Jamie Hazen  
*Did not meet this month, but planned on doing a picture with Santa.*

**Action Items**

- Recommend approval of Captain Clarissa Oliviera of the Salvation Army as a new DRP board member – Kat Maudru - *looking for new board members. Appointed this year to Roseville. Moved from southern California. Jamie Hazen and Lisa Peters motion to approve Clarissa to the board*
- Recommend approval of retirement gift for DRP Day Porter Dexter Howell at a cost not to exceed \$500 – Dave Piches *Dexter has retired. DRP gifting him \$500 as a retirement gift. Mark Vespoli, Lisa Peters approved.*
- Recommend approval of revised Gathering Inn Day Porter Agreement – Kat Maudru *Day Porter program will be Thursday, Friday, Saturday for 15 hours a week. = \$15,000 a year for 2022. Time will be noon to 5pm. Day porter will be submitting reports (checking boxes). Function: is to follow the description sheet. Clean and Safe committee should meet to review the new plan. Approved by Lisa Peters, 2<sup>nd</sup> by Mark Vespoli*
- Recommend sponsorship of Downtown Tuesday Nights 2022 at a cost not to exceed \$25,000 – Jamie Hazen *DRM is looking to bring this event back after a 2 year hiatus. Looking to happen from June and July Tuesday at 5pm Budget is about \$80k to put on. Lisa Peters – what percentage of the budget is allocated for this? Total budget is \$61k. Jamie Hazen needs to know by end of January if we can commit. Table it until January meeting.*
- Recommend sponsorship of the Blue Line Arts' 2022 3<sup>rd</sup> Saturday Art Walk at a cost not to exceed \$25,000 – MaryTess Mayall *only ask for 2022 to the DRP.*



Happens June through September. Polling shows that this helped the district business owners. 4 different events. collaborates with concerts in the square. Blue Arts handles everything else. 5pm to 9pm. Dave Piches is recommending tabling the sponsorship until the committee can meet to discuss.

### New Discussions

- Parade recap – Stephanie Hill 4,000 people attended. Doubled the vendors on the square. Net cost to DRP was \$2,400. For 2022 – traffic needs to be addressed to fix it. Stephanie to provide a break down of sponsorship vs parade revenue.
- Christmas Tree Lighting – Dave Piches already discussed
- 2022 Mural Project – Dave Piches City of Roseville ordinance limits the creativity. Meeting with city to fix it. Sacramento does not have an ordinance, but Roseville will not eliminate. But will modify. Mike mentioned that we should consider a chalk art sidewalk art as a lead into murals again. Dave Piches mentioned that Atlantic street would be an ideal candidate with so much wall to work with.
- Creation of a rose garden in Roseville – Mike Esparza the spot next to the bridge. Mike to ask Wayne about it.

### Status Reports

(3 minutes each)

Admin/Projects - Kat Maudru already mentioned

Clean and Safe – Tom Carlson/Mike Esparza campus of hope project is going to be voted on by the county. Still need support. Jamie Hazen is asking if we should mention it in our newsletter. It was mentioned in the last newsletter.

Governance, Capital Improvements, Budget - Jamie Hazen, Dave Piches  
Already talked about

PR/Marketing, Technology, Events - Lisa Peters, Jamie Hazen, Elevate  
website drivethru trick or treat was a bigger driver on the website.  
Over the average on click rate. Contact list grew by 18. Social media –  
continued growth. Parade page had the most views.

Arts/Entertainment – Mark Vespoli meeting with local artist to  
consider a large mural

### Motion to Adjourn

by board at

4:28pm

### 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.