



Board of Directors Regular Meeting Minutes

Wednesday, March 23, 2022

3:00p.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 @3:02pm

Board members attending: Dave Piches, Tom Carlson, Jamie Hazen, Mark Vespoli, David Herrick, Wayne Wiley, Mike Esparza, Lisa Peters (showed up at 3:37)

Others in attendance: Rana Ghadban, Doug Wageman, Kat Maudru, Gina McCall, Mary Towne, Geneveve

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

Doug Wageman continual problems with trash, vagrancy and it is believed to come from Root of Happiness clientele. Mostly in Wagemans back parking lot but also in Parking structure. Kids also bringing their own alcohol. Merchants are concerned about Goldfields loud music and disruptiveness. Happening after 9pm.

Wayne Wiley – commented saying that the city is aware and the owner is not really responsive.

Roseville Police Department Update (please limit to 5 minutes)

Not present

President's Comments – Dave Piches

Discussion about ongoing projects.

Approval of Regular Meeting Minutes from 2-23-22 – Dave Piches

Approved by Tom Carlson, 2nd by Dave Herrick

Treasurer's Report – David Herrick

- Review of Financials/Budget Materials provided. Also received 1st assessment of the year.
- Question from Mark Vespoli about cash to carryover. Dave is comparing and reviewing carryover money from 2021. \$45K money was deposits that were not

recorded on budget. Dave Piches is recommending an action item for next meeting to record how it gets dispersed among categories.

- Approval of Financials Approved by Tom Carlson, 2nd Mark Vespoli

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

- City of Roseville - Wayne Wiley Currently working trash pick up. Also checking with Gathering Inn to see if they can contribute. Homeless Navigator and Homeless police officer wants to know if we would like a report. Looking to establish a presence with them. DRP can share discussions directly with the Security, Navigator and RPD. Dave Piches recommends inviting them to the next meeting. Kat recommending the Dayporter to discuss with Kat separately.
- Gina talking about abatement of old fire station. Exclusive Right to Negotiate. Future site as a mixed use development. 100 residential units and 3-5 commercial spaces.
- Gina also talking about money being available in façade program. Rob Cline is working on creating a downtown map. With activities and other things to offer.
- Tower theatre sold to Hillsdale college – plan has not been planned, but there will be speaker series, and well as a facelift. Hillsdale is not local, but trying to get in there and fix it up.
- Gina – complaints about refuse on Vernon Street. Garbage bins are paid for through the LLD. Pickup are on Tuesdays. Trying to get more creative with a solution.
- Roseville Chamber of Commerce – Rana Ghadban this Friday at 8am is a political forum at Randy Peters for West Roseville candidate. Planning Placer Valley region meeting Oct 19th. Formerly known at Roseville only. Splash is planned too.
- Roseville Parks and Recreation – Jeff Nereson Not here, but informed Kat the food truck mania, wine down Wednesday, comedy nights, Friday night flicks,
- Downtown Roseville Merchants – Jamie Hazen working on Downtown Tuesday night. Starting with AC/DC tribute band.

New Discussions

- **Committee's Goals for 2022 – Dave Piches** recommending 2 goals per committee.
- **Doug Wageman as New Board Member - Dave Piches** Looking to rejoin the board. Can devote more time again. Looking to see where he is needed most. Kat is recommending a raising money role. Doug mentioned tapping into the California Downtown Association which could be a good resource. Dave Piches asking if we should rejoin based on Doug's research into CDA.
- Fundraising ideas/opportunities for the DRP – Jamie Hazen, Dave Piches Dave Piches searching for ways to bring in more money. Doug Wageman will evaluate the options for fundraising. Board believes the parade could or should be bringing more money (an untapped resource). Dave Piches – can we try to not lose money on the parade. Lisa Peters – we do not have any goals set for the parade. Committee will work on it.
- Increase DRP Labor force behind the DRP – Dave Piches We don't have a volunteer base. Each committee could enlarge their reach of volunteers to be involved in events/activities. Mike recommends that each committee recruit volunteers. Kat asked Dave what the need for volunteers would be. Dave – use

volunteers to help in the mural program on the day of. Wayne recommends that there be more collaboration with DRM and DRP. Dave Piches things we should tap into local residents. Doug Wageman referenced the by laws (need to follow) as advisory committee.

- Gathering Inn check list – Mike Esparza and Tom Carlson we are putting together a list of items. Lisa is recommending that police get involved and issue tickets. Lots of discussion about dayporters usefulness. Mike to add trash pickup to the list.
- Cash to carryover reserves analysis – Dave Herrick already discussed.
- Replacement of damaged downtown sign – Wayne Wiley the small downtown Roseville signs. What is the process to replace signs when damaged. Also recommending more placement of signs. Damaged sign is on northbound on Washington and Oak is a wayfinding sign. Signs probably made by Ellis and Ellis. It is believed that the sign was created prior to DRP.
- Fundraising ideas/opportunities for the DRP – Jamie Hazen Already discussed
- Moving 3rd Saturday Art walk to “Arts & Entertainment” – Lisa Peters Already discussed
- Holiday Décor – Lisa Peters still looking for décor. Dave Piches and Mark Vespoli talked about lights. Lighting is the most spectacular thing we can do.

Status Reports (3 minutes each)

Admin/Projects - Kat Maudru Mary on annual report. Report is done and ready to print. Approved 2 power washing for Spring of 2022. Recommending prior to Downtown Tuesday event beginning. Early may is the decision of the board. 2nd application will coordinate in the fall

PR/Marketing, Technology, Events - Lisa Peters, Jamie Hazen, Elevate highlights – users are increasing. Eat and drink as well as calendar is the most viewed. Newsletter had a high open and click rate. Social media growth. Posted a short reel on Trax opening. Website clickthrough rate is a little bit low. Facebook ads are doing well. Dave asked Lisa how restaurants are doing. Lisa says restaurants are doing really well, but costs are up. Staffing is still tough.

Clean and Safe – Tom Carlson/Mike Esparza Nothing to report

Governance, Capital Improvements, Budget - Jamie Hazen, Dave Piches Tree lights plugging in and made a map of lights that need replacement. Dave Piches asked about timers.

Arts/Entertainment – Mark Vespoli Nothing to report

Jamie Hazen is moving into an office space on Vernon Street
Lisa Peters asked Wayne about the building owned by Denios.

Mike to Recommend Quarterly discussions on certain topics. Maybe consider reporting on things every other month.

Motion to Adjourn motion by Jamie Hazen, 2nd by Dave Herrick @4:59

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.