

**Downtown Roseville Partnership (DRP)**  
- Meeting Minutes -

Wednesday, March 25, 2015  
3-4 p.m.  
Monk's Cellar | 240 Vernon Street, Roseville

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**Members Present:** Doug Wagemann, Mark Vespoli, Anne Chacón, Kenny Wahlberg, Steve Fuhrman, Chris Robles, Janette Moynier.

**Members Absent:** None.

**Guests Present:** Dino Frediani, Brian Castelluccio, Bill Aiken, Scott Alvord, Wendy Gerig, Shawn Romias, Jerry Smith.

- I. Call to Order – Doug Wagemann at 3:01 p.m.
- II. Approval of Minutes from February 25, 2015 - A motion to approve the minutes was made by Janette Moynier and seconded by Steve Fuhrman. The motion was approved unanimously.
- III. Reports
  - a. **President's Report**
    - Chris Robles and Doug Wagemann did an interview with 105.5 FM radio station to share revitalization efforts in Downtown Roseville and DRP's role.
    - Doug met with Kathy Barsotti to learn more about Parks & Recreation's role in Downtown and the Town Square.
    - Doug Walked Downtown Roseville and made a list of businesses in Downtown to connect with on social media.
    - DRP 501 © 6 application has been completed and submitted, now awaiting approval.
    - Doug set up a meeting with all downtown stakeholders (City, Chamber, RCDC, Merchants) to have a coordination meeting at the Roseville Chamber.
    - Comstock's Magazine – DRP will be featured in the April edition as part of a bigger article on PBIDs in the region.
  - b. **Treasurer's Report** – Kenny Wahlberg shared a statement of activity detail showing expenses by category, deposits and cash balances, as well as a reconciliation report. Kenny shared a summary of unpaid/outstanding bills. Kenny will transfer the Quickbooks monthly fees from Rock of Roseville to DRP. Kenny shared an updated draft Expense Processing Policy. A motion to approve the financials and adopt the Expense Processing Policy was made by Janette Moynier and seconded by Chris Robles. The motion was approved unanimously.
  - c. **City/RCDC Update – Chris Robles**
    - Sammy's Restaurant – RCDC is in discussions with current tenant still, but keeping a list of a number of interested parties. Once the RCDC has control of the property, taking signs down will be first order of business
    - The City of Roseville has retained LPS architects to assist with design workshops for 316 Office Building. Discussion will include needs, and potential tenants, including Sierra College. Ground floor would be designated as retail space, which is critical due to its proximity to the Town Square. There has been some

community concern about preserving it as a historical building, however it does not meet all “historical” building criteria.

-New Parking Garage behind Roseville Theater – this project meets the criteria for some existing bond funds. City working on an aggressive timeline to meet the deadline to use these funds before they expire. Project targeted for completion January 2017.

d. **DRM Report** – Janette Moynier

- Downtown Tuesday Nights – third party event promoters contacting various organizations about events. A meeting has been set up to coordinate how Downtown events and event requests should be handled and who makes decisions with regards to potential events.
- DRM members have asked to provide input on Downtown Needs Survey. The survey was sent to merchants and we have 20 responses so far. Will get more responses during Chamber’s Downtown Business Walk in April.
- DRM has requested a one-page fact sheet about DRP, DRM, City and RCDC to give basic information about each organization and their role in downtown. This will be shared with tenants and owners during the Chamber Business Walk in April.
- DRM members have expressed concern about empty properties with dirty/empty windows. Would like to see DRP address this to have some uniformity. Chris Robles had discussion with Julie Hirota at Blue Line Arts to see if they could find local artists who could create artistic, temporary window coverings. Suggested creating a theme and including merchants on a selection process if appropriate.
- There have been some rumors about a potential merger of DRM/DRP or dissolution of the DRM. Janette Moynier reiterated that DRM is a unique organization who advocates on behalf of the merchants and there are no plans to or intentions to this.
- Homeless presence in downtown, particularly during the day seems to be on the rise and activity is more brazen. Homeless are trying to get into buildings during day and passing word to others when they find a spot where they aren’t kicked out. Janette reminder all property owners to immediately escalate homeless activity to police department. Chris Robles will contact Police Chief Daniel Hahn and have an initial meeting to see what the Roseville PD is doing and potentially set up a follow up for him to meet with DRP board members.

e. **Business Property Owner Survey Results** – Anne passed out copies of initial survey results. Deadline will be April 30. DRP will conduct the survey at least annually.

IV. Presentation

a. **Big Belly Trash Recycle Compactor Units** – Bill Aiken

City has received a grant for 16 additional units and Vernon Street and Old Town were identified as locations. About 10 units will be placed on Vernon Street. City is looking for support and direction on where to locate them. Would increase trash capacity, and less chance due to design of overflowing and mess on the units. They are self-contained and there is no possibility of “dumpster-diving”. City will take time to walk area and identify locations that don’t create obstructions. DRP board members were supportive of plan and would like to see only the single units installed if allowed by the grant. Bill Aiken will bring an updated plan with specific locations for board to vote on next month.

V. Action Items/Updates

a. **Street Lighting Project**

- Shawn Romias (Christmas Light Pros) shared a proposal for year-round twinkle lights on the trees in Downtown Roseville. There are 119 trees on Vernon Street. With an average of four strands per tree to maintain a four-inch spread between strands (only on trunk) initial installation will cost \$14,000. Historically, monthly electricity costs for non-led twinkle lights was approximately \$245 per month. Costs will be much less with proposed LED lights. Annual maintenance cost is \$450 per year. All lights will be on a timer and it will be up to DRP to the on/off times throughout the year.
- Brian Castellucio (City of Roseville) reported that city crews are in the process of repairing/replacing electricity receptacles in tree wells (tree growth has damaged many).
- Board discussed installing lights between the 100-600 blocks of Vernon (arch to arch). Board would also like to consider adding lights on Judah, however there is currently no infrastructure (trees and tree wells with electricity). Robles made a motion to have a proposal ready for action at April meeting and an example tree lighted in the meantime. Seconded by Moynier, approved unanimously.

b. **Volunteer/Intern** – Postponed to April meeting

c. **Website** – Postponed to April meeting

d. **Vacant Storefront /Window Coverings** – Postponed to April meeting

VI. Public Comment: (limited to 2 minutes each)

- a. Doug Wagemann – Due to difficulty noise and configuration of chairs/tables at Monk’s Cellar, Doug notified the group that future meetings will be held at the Roseville Chamber office at 650 Douglas Boulevard.

VII. Upcoming Meetings

- a. Board Meeting: Wednesday, April 22 at 3 p.m.

VIII. Adjourn @ 4:16 p.m. A motion to adjourn the meeting Chris Robles and seconded by Janette Moynier. The motion was approved unanimously.

DRP Board Roster			
Name	Organization	Board Position	Email
Doug Wagemann	Cochrane Wagemann	President	dgwagemann@gmail.com
Mark Vespoli	Property Owner	VP	markvespoli@yahoo.com
Anne Chacon	Consolidated (CCI)	Secretary	anne.chacon@consolidated.com

Kenny Wahlberg	Rock of Roseville	Treasurer	kenny@rockofroseville.com
Steve Fuhrman	Fuhrman Leamy Land	At-Large	stevef@flandgroup.com
Chris Robles	City of Roseville	City Rep.	crobles@roseville.ca.us
Janette Moynier	First Bank	Merchants Rep.	janette.moynier@fbol.com