



Board of Directors Regular Meeting Minutes

Wednesday, May 25, 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 @3:01pm

Board Attendance: Dave Piches, Mike Esparza, Jamie Hazen, Doug Wagemann (online), Lisa Peters, Mark Vespoli, Clarissa Ochao, Wayne Wiley (at 3:25)

Absent: Tom Carlson, Dave Herrick

Attendance: Kat Maudru, Scott Mizkewycz, Jeff Neirson, Mary Towne, Stephanie Hill (online), Brooke Abrames, Gina McCall.

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

Stephanie Hill – met with Lisa and Kat to discuss goals for the parade. 2021 income was \$6k. working on a budget plan for 2022 parade in June. Lisa Peters asked for a bill from the city for trash and Jeff will forward it to Kat Maudru.

Lisa Peters – Columbia bank has a pay it forward program. The restaurant sent money to Salvation Army. Columbia Bank will be donating another \$10k. Lisa wants to know who can benefit in the downtown (nonprofits). Salvation Army kids were thrilled with the donations.

Roseville Police Department Update - Lt Scott Miszkewycz

Complaints at Goldfields and Root of Happiness. No problems were being caused though.

Transients in the parking garage stairwell. Bathrooms hanging out by transients.

QR codes for parking tickets are fraudulent happening in Roseville. RPD does not bill through QR codes. Restaurants are getting them too.

President's Comments – Dave Piches

Bash on the Bridge: Chamber put on a nice event on the bridge last week. Everything went really smooth. DRP members attended.

Approval of Regular Meeting Minutes from 4-27-22 – Dave Piches

Approved by Lisa Peters, Mike Esparza

Treasurer's Report – David Herrick

- Review of Financials/Budget
- Approval of Financials [Approved as distributed by Jamie Hazen, Lisa Peters](#)

Stakeholder Reports:

- Comments or questions not covered in Board Packet Report [Temporary Speed bumps might be coming into the parking garage, glue down option. Only Vernon street garage. Oak street is not an issue. Certain levels are closed for certain levels. Only closed for special events.](#)

Status Reports

- Comments or questions not covered in Board Packet Report
- [Jamie Hazen saw the utility counter is now in the same building as the post office.](#)
- [Mary Towne – social media is growing with the help of videos, reels, stories. Blue Line is starting 3rd Saturday and talking about enhanced promotion. Looking to get merchant more involved. Looking for short clips. Lisa Peters asked if we should send it to Genevieve or tag DRP.](#)
- [Kat Maudru – power washing happening 5/26/22.](#)
- [Ally Cleanup went well.](#)

Action Items

- [Recommend sponsorship of the 2022 Atlantic Street Mural Program at a cost not to exceed \\$30,000 from the Capital Improvement Budget– Dave Piches \[Multiple meetings and a project has been tailored to work. Looking to make Atlantic more desirable. Trying to create more interest in the area. Funded jointly by the DRP and property owners on a per mural basis. Hoping for 4 murals. \\\$2k per mural for administration. \\\$500 for a consultant to work with property owners. Along with Blue Line. Mural costs will be financed at a funding rate of \\\$5 per square foot with a maximum of \\\$5k per mural. Additional costs are optional for the property owner. Taller murals can cost more due to scaffolding. For calendar year 2022. Brooke mentioned that the pricing structure is a little different, but they are ok with the structure. There has not been any new discussions with property owners for this new program. Capital Improvement has money for the program from Carryover money. Lisa Peters asked Brooke Abrames about who owns the mural? Our program will have a 2 year timeline for staying up. Dave Piches talked about working with the City to help in rewording of the ordinance wording. Brooke and Jamie met with Dion. Greg Bitters was going to counter with a response. Ordinance wording pending will not hold up the 2022 program.\]\(#\)](#)
- [Wayne discussed the possibility of a mural on the back of the Roseville theatre. Motion by Mark Vespoli, and Wayne Wiley.](#)
- [Recommend joining the California Downtown Association at a cost not to exceed \\$350 per year – Doug Wagemann \[resources available that we should take advantage of. We can use them as a resource. Mike Esparza asked if there is anything specific that would be helpful right now. Doug thought that admin and\]\(#\)](#)

governance as well as networking would be helpful for us. Motion to join by Lisa Peters, Jamie Hazen. Motion approved.

- Doug will get us signed up. Discussion about renaming categories in the future
- Discussion about restructuring the agenda so that we can cut the meeting time down.
- Recommend approval of the carryover reserve reconciliation to cash resulting in an overall increase in the 1/1/22 beginning carryover reserve from \$112,558.70 to \$155,089.35. Amounts are allocated back to the categories based on their budgeted allocated percentages - Tom Carlson Mike Esparza filled in to briefly explain the reasoning for the recently discovered monies from many previous years of unallocated grants and income. \$42,531 net increase in carryover. Motion by Jamie Hazen, Mark Vespoli.
- Wayne Wiley discussed directional signs and a quote from Ellis and Ellis. Will be discussed at committee level.
- Wayne Discussed façade program funding.
- Brooke Abrames- Finally have an artist scheduled for the back of the back side of Daniello's (next to The Place restaurant). Speak Easy type mural. Panoramic type mural. Daniello's steak house is hoping to be completed before September. Mural will be going up July 13-19 if permitting works out.

New Discussions

- Holiday Décor – Lisa Peters Lisa is a little bummed by the pricing and options so far, but mike says CA downtown association might be a good resource. Jeff Nereson said the Christmas light pros are a possible resource. We would like to replicate the décor of the Fountains. Would a contest in downtown work. Stephanie Hill recommended that a contest coincide with the Holiday Parade (11/19). Mike asked Wayne if a contact at Fountains. Mary Towne also may have a contact.
- Brown Act Training – Doug Wagemann will work on.
- Adjustment of Categories – Doug Wagemann will work on
- Revising of agenda format – Doug Wagemann Will be reviewed and discussed in the future.
- Dave Piches – Consolidated sold their building and now there may be more opportunities for beautification.
- Wayne new tenant next to GoosePort. Growth Factory - Business related.
- Possible tenants below mercy housing.
- Fig Tree is moving early July.
- The old Fry's building will be occupied by an automotive retailer.
- Wayne will report on future developments of next month.

Motion to Adjourn Mike Esparza, Jamie Hazen at 4:38pm

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.