



Board of Directors Regular Meeting Minutes

Roseville Chamber of Commerce, Conference Room | 650 Douglas Boulevard,
Roseville, CA 95678

Wednesday August 22, 2018

3 p.m.

Board Members Present - Mark Vespoli, Dave Piches, Tom Carlson, Dion Louthan, Havaard Sterri, Lisa Peters, Steve Fuhrman, Dave Brown

Staff Present – Kat Maudru

Others Present – Troy Bergstrom, Juli Amos, Wendy Gerig, Brooke Abrames, MaryTess Mayall, Kathy Barsotti, Jamie Hazen, Patrick Day, Jed O'Rourke

Call to Order/Introductions – Mark Vespoli 3:00.

Public Comment – Stephanie Hill gave an update on Holiday Parade. She stated that everything is going as planned and that parade coordination will begin on 9/1/18.

Approval of Minutes from Regular Meeting: 7-25-18-18 (Piches, Brown carries)

President's Report – Mark Vespoli – Discussed that some issues should be vetted by the sub-committees before the issues come to the board. This will discussion time limited at the board meetings.

Treasurer's Report – Mike Esparza

- Balance as of 7/31/18 is \$223,267
- Not too many expenses for July
- About 50% of the budget has been spent for 2018
- Approval of financials- (Peters, Brown carries)

Action Items

- **Recommend partnering with Union Pacific Railroad to install industrial landmark upgrade fencing at a cost not exceed \$55,000.**

Dave Piches discussed that Union Pacific has agreed to pay for at least 50% of the total fencing cost. The major issue that needs to be addressed is whether the DRP has to pay prevailing wage. The fence will start at Washington St and will run to the Atlantic St curve. The fence will stretch for 1,000 feet. There was board discussion and it was determined that more information was needed that this action item would be tabled until the next board meeting.

- **Recommend sponsoring Blue Line Art Walk at a cost not exceed \$5,000.**– Mary Tess gave a discussion on the DRP sponsoring the Art Walk at a cost not to exceed \$5,000. The Art Walk will be year round and will be held on the third Saturday of each month. Starting September 15th. Most of the fee would go towards marketing expense. After much board discussion the sponsorship fee was approved. (Brown, Peters carries)
- **Recommend upgrading Click Spring marketing plan and increasing budget to a decided upon amount**– Julie Amos discussed Click Spring Marketing proposal. Cost would be \$2,350 p/month starting in September 2018. There would be boosted Facebook posts, a monthly blog, and more content marketing. After much board discussion it was determined that at this point the DRP does not have enough in it's marketing budget to approve an increase in the fee that it pays Click Spring. Will discuss other options at next board meeting.
- **Recommend payment of Kat Maudru's contractor insurance in the amount of \$500.** The board unanimously approved the payment. (Carlson, Louthan)

New Discussions

- **Lighting and Landscape District Presentation.** Patrick Day gave a presentation on the Vernon Street LLD on what the organization does and how it's funds are spent. Discussed budget and historical cost. Also discussed new sinking fund project.
- **Donation Form-** Lisa Peters discussed new donation and form and that all future sponsorship events will have to go through a vetting process. The proposed donation form was passed among the board members and there was unanimous consensus that the form was needed.

Status Reports

- **Update on Mural Project** – Mary Tess gave an update on the Mural Project. She stated that Blue Line had found a marketing partner that will assist in the Mural Project.

- **Admin/Projects –Kat Maudru**
 1. **Admin** - Discussed that more radio interviews and more public outreach is to come.
 2. **Steering Committee Update** -- Discussed that everything is on schedule
 3. **Governance, Capital Improvements, Budget – Piches-** Discussed street signs and that they are still researching the signs. Piches also mentioned that Market lights are still being considered as a possible project.
 4. **P/R Marketing, Technology/Events- None**
 5. **Arts and Entertainment – None**

Stakeholder Reports .

Roseville Police – Jed O’Rourke discussed that he will be downtown more often because his partner is back. He also stated that there will be more of a police presence downtown.

City of Roseville – Louhan – Discussed possible new round a bout at Folsom and Atlantic Streets. Project cost estimated at \$3,500,000. Possible 3 year project.

Roseville Parks – Barsotti. Discussed upcoming events in Roseville

Roseville Chamber – Gerig. Splash will be held September 8th

- **Downtown Merchants – Hazen –** Working on family fun night

Motion to Adjourn at 4:52 pm