



Board of Directors Regular Meeting Minutes

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

Wednesday September 26, 2018

3 p.m.

Board Members Present - Mark Vespoli, Dave Piches, Tom Carlson, Havaard Sterri, Lisa Peters, Mike Esparza

Staff Present – None

Others Present – Wendy Gerig, Wayne Wiley, MaryTess Mayall, Kathy Barsotti, Darlene Lyons, John Javidan, Janessa Fields, Francisco Castillo, Terry Morris, Rob Dick

Call to Order/Introductions – Mark Vespoli 3:07.

Public Comment – None

Approval of Minutes from Regular Meeting: 8-22-18 (Carlson, Peters carries)

President's Report – Mark Vespoli – None.

Treasurer's Report – Mike Esparza

- Balance as of 8/31/18 is \$217,004
- Significant expenses were Blue Line Arts grant of \$5,500 and Gathering Inn payment of \$6,839
- Discussed budget and changing the allocation of budgeted percentage among the categories. There will be a sub-committee meeting to discuss the changes
- Based on current projections the DRP is scheduled to go over budget for on marketing, maintenance, and beautification
- Approval of financials- (Carlson, Peters carries)

Action Items

- **Recommend contracting with Accurate Cleaning to power wash Vernon Street at a cost not to exceed \$4,250.** Vespoli discussed annual contract. The service is done bi-annually. There was some discussion about changing the service to quarterly but it was agreed that the contract will remain bi-annual. Approved (Carlson, Peters carries)
- **Recommend upgrading Click Spring marketing plan and increasing budget to an amount not to exceed \$1,900 per month– Sterri.** Discussed the benefit of increasing the cost to \$1,900 per month. There was board discussion of the benefit of increasing the amount. After much board discussion it was determined that more information was needed. The issue was tabled to the next meeting.
- **Recommend implementing charitable donation request form as a way to vet donation requests– Peters.** There was a board discussion on changes that need to be made to the form. One change is that the form will now be called a Sponsorship Request Form. There will be a couple of other smaller changes. Form approved. (Peters, Esparza carries)
- **Recommend partnering with Union Pacific to install industrial Landmark upgrade fencing at a cost not to exceed \$40,000.** There was a presentation made by Francisco Castillo of Union Pacific of a partnership between the DRP and Union Pacific Railroad of installing a fence along a 1,000 foot stretch along the Atlantic St corridor. One question was who would maintain the fence on an ongoing basis. It was decided that the maintenance would be shared between the DRP and Union Pacific. Approved. (Peters, Piches carries)

New Discussions

- **Downtown Tuesday Night update.** Darlene Lyons gave a presentation on review of Downtown Tuesday Nights. She discussed all of the entertainment events. The biggest night was Uptown Funk on June 19th. Overall there was a good turnout of vendors. The car show was very popular. There were many good cover bands. Overall attendance was very good. There was good promotional coverage from all media coverage by all media outlets.
- **Moving BerryFest to Vernon Street-** John Javidan discussed moving BerryFest from The Placer County Fairgrounds to Vernon Street. He stated that the main benefit would be higher attendance. There would be more parking as well as a shuttle service. The main staging area would be on Vernon Street. There would be five stages all theatres will be rented. There would be approximately 25,000 expected to attend. Ticket cost would be \$14.00 per ticket. Before a decision is made there needs to be more discussion among the merchants and the City of Roseville.

Status Reports

- **Update on Mural Project** – Mary Tess gave an update on the Mural Project. She stated that most of the property owners are on board with the location of the murals. She stated that Blue Line has received a grant from Union Pacific. The funding is there but need more walls.

- **Admin/Projects –Kat Maudru**
 1. **Admin** - None
 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 – None

City of Roseville – None

Roseville Parks – Barsotti. Discussed upcoming events in Roseville

Roseville Chamber – Gerig. None

- **Downtown Merchants – Hazen – None**

Motion to Adjourn at 5:00