



Board of Directors Regular Meeting Minutes

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

Wednesday December 19, 2018

3 p.m.

Board Members Present - Mark Vespoli, Dave Piches, Dave Brown, Mike Esparza, Jamie Hazen, Lisa Peters

Staff Present – Kat Maudru

Others Present – Wendy Gerig, Stephanie Hill, MaryTess Mayall, Wendy Ennis

Call to Order/Introductions – Mark Vespoli 3:00

Public Comment – Stephanie Hill gave a holiday parade update. There were over 50 entries and vendor booths were well attended. Many liked the December date better than the traditional mid-November parade date.

Wendy Ennis spoke on behalf of John Javidan who had initially expressed an interest in spearheading Downtown Tuesday Nights. He now hopes the DRP will support Jamie Hazen and the DRM in their efforts.

Approval of Minutes from Regular Meeting: 11-28-18 (Brown, Carlson carries) and Executive Committee Meeting: 11-28-18 (Piches, Esparza, carries)

President's Report – **Mark Vespoli** – None.

Treasurer's Report – Mike Esparza

- Balance as of 11/30/18 is \$233,649.84
- Significant expense - Accurate Cleaning Power Washing - \$4,250
- Approval of financials- (Peters, Brown, carries)

Action Items

- **Recommend sponsorship of Downtown Tuesday Nights 2019 at a cost not to exceed \$25,000** - The board agreed to approve a \$25,000 sponsorship to be earmarked for use to fund bands and sound equipment for Downtown Tuesday Nights (Brown, Peters, carries)

New Discussions

- **Budget Discussion/clarification** - Brown and Esparza presented a 2019 Budget Adjustments and Reserve Fund Allocation Report. The goals are redistribution of the 2019 budget, disposition of the reserve fund, and providing committees with clear spending targets. Renaming of categories by the renewal steering committee goes into effect in 2020.
- **Board Member Replacement for Steve Fuhrman** - Fuhrman is stepping down from the board. Board members were asked to think about replacement candidates.
- **Strategic Planning for 2019** - Maudru suggested a meeting for committees to re-focus on 2019 goals - not as in depth as last year's program. Esparza is reaching out to a source that may facilitate

Status Reports

- **Update on Mural Project** – Mary Tess gave an update on the Mural Project. The web page is up. Four walls have been approved and a fifth is being considered. A Veterans Mural within the District is expected to be completed by the end of January.
- **Admin/Projects – Maudru** - The new Day Porter has winter gear and a new name tag. Their various flyers and handouts have been re-stocked. The city approved parking flyer reminding motorists to observe parking time limits in the District was created and given to the day porters to leave on cars. The holiday street banners are up.
 - **Steering Committee Update** -- Final push before the January City Council meeting. Members were encouraged to reach out to property owners and remind them to send in their petitions.
 - **Governance, Capital Improvements, Budget – Piches**- The sign project was discussed. The committee is waiting on the cost of installation and on selection of pole color.
 - **P/R Marketing, Technology/Events- None**
 - **Arts and Entertainment – None**

Stakeholder Reports

- **Roseville Police** – None.
- **City of Roseville** – None
- **Roseville Parks** – None
- **Roseville Chamber** – None
- **Downtown Merchants – Hazen** – The DRM is updating their bylaws.

Motion to Adjourn at 4:48 pm