



Board of Directors Regular Meeting Minutes

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

Wednesday January 23, 2019

3:00 p.m.

Board Members Present - Mark Vespoli, Dave Piches, Tom Carlson, Havaard Sterri, Dave Brown, Mike Esparza, Jamie Hazen, Dion Louthan, Lisa Peters, Jason Kline

Staff Present – Kat Maudru

Others Present – Wendy Gerig, Wayne Wiley, Scott Blyn

Call to Order/Introductions – Mark Vespoli 2:30

Public Comment - None

Approval of Minutes from Regular Meeting: December 19, 2018 (Carlson, Peters carries).

President's Report – Mark Vespoli – – PBID passed 64% yes and 36% no. Mark Vespoli went to the city council meeting and confirmed the passing.

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Treasurer's Report – Mike Esparza

- Balance at 12/1/18 is \$280,027
- Significant expense were Kat's consulting expenses
- Sponsorship check was received
- New categories of expenses were announced
- Ending Balance at 12/31/18 is \$273,632
- Approval of financials- (Louthan, Peters carries)

Action Items

- **Recommend contract with Market Share PR at a price not to exceed \$4,100-** There was a board discussion on the contract. The contract was unanimously approved. (Carlson, Peters carries)
- **Recommend electing Jason Kline at DRP Board as board member at large- Vespoli.** Kline gave a brief presentation on his resume and discussed his real estate background. Has a lot of passion for real estate and business. Board unanimously approved Jason Kline as newest board member.
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New Discussions:

- **Britt Bertino to join entertainment committee.** Britt Bertino introduced herself and gave a presentation about joining the committee. She wants to bring entertainment and events to the downtown. She discussed possible future events to bring downtown.
- **Reserve Fund Allocations/2019 Spending Targets.** Dave Brown gave a presentation on 2019 spending targets. He discussed new percentage allocations and the new categories.
- **LED Sign Project.** Dion Louthan discussed possible LED sign for district. Events would be reported on sign. Possible cost \$50,000-\$100,000. More research is needed.
- **Strategic Planning for 2019 –** Maudru discussed planning/coordinating with outside consultant for more strategic planning moving forward. May add another sub-committee

Status Reports

- **Admin/Projects –Kat Maudru**
 1. **Admin –** Holiday banners were installed. There are a few issues with Christmas lights that are being addressed...
 2. **Governance, Capital Improvements, Budget – Piches-** Discussed sub-committee meeting. At the meeting there was a discussion on priority of improvements/project. Part of the meeting was a discussion on using private vs public space. Other priorities included directional signage, alley clean up, mural project, and façade grant program.
 3. **P/R Marketing, Technology/Events-** Sterri discussed that committee has been working on the budget. Working with Click Spring on new contract. Possible advertising on website. Not much left in budget.

4. Arts and Entertainment – Mural project is going well.

Stakeholder Reports .

- **Roseville Police –** Officer Scott Blyn introduced himself as the new rep for the district.
- **City of Roseville – None**

- **Roseville Parks – Barsotti.** Wizard run will be on May 5th
- **Roseville Chamber – Gerig.** None
- **Downtown Merchants – Hazen –** Working on Downtown Tuesday Nights

Motion to Adjourn at 4:45pm