



Board of Directors Annual Meeting Minutes

Wednesday, December 14, 2022

2:45 – 5pm

Roseville Area Chamber of Commerce

650 Douglas Blvd. Roseville, CA 95678

916-783-8136

Call to Order/Introductions – Dave Piches, President @ 2:47

Members present: David Piches, Lisa Peters, Dave Herrick, Mark Vespoli, Tom Carlson, Mike Esparza, Kat Maudru, Jamie Hazen, David Herrick, Wayne Wiley, Doug Wagemann, Ed Mojica

Members Not present: none

Others Present: Scott Miskewicz (RPD), , Gina McColl, Loana Spiravon - New Pacific School, Brooke Abrames, Kristen Marshal, Masons, Mary Towne

DRP 2022 Year in Review – Dave Piches

Blue Line arts art walk, Roseville Chamber Bash event, 2022 Atlantic St mural project about to happen, RPAL bacon and Brew bash, DMR family fun night, Hot Pink fun run, Holiday Parade, Downtown Tuesday Nights, Christmas tree lighting. Boy Scout alley cleanup, Join CA downtown Association, Brown Act Training. Funding for 3 directional signs, Streamline stake holder reports, 2 new board members.

Action Item: Recommend revising DRP Bylaws, “Article V, Sections 1: Number” as discussed (see board packet item for verbiage) – Kat Maudru

Changing the number of board members from 11 to 13. Motion by Doug, 2nd by Ed.

Action Item: Recommend revising DRP Bylaws, “Article V, Sections 2: Tenure” as discussed (see board packet item for verbiage) – Kat Maudru

Allow for terms to be extended. Motion by Ed, 2nd by Jamie.

Action Item: Election of Officers – Dave Piches

Recommend election of Mark Vespoli to the DRP board for a three-year term. – Dave Piches

Recommend election of Mike Esparza to the DRP board for a three-year term. – Dave Piches

Recommend election of Dave Piches to the DRP board for a three-year term. Dave Piches

Motion by Jamie and 2nd by Lisa. Approved by all.

Action Item: Election of Executive Committee – Dave Piches

Recommend the following executive committee members continue in their current positions for 2023:

- Dave Piches, President
- Lisa Peters, Vice President
- David Herrick, Treasurer
- Mike Esparza, Secretary

Motion by Ed, 2nd by Doug. Approved by all.

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

Loana Spiravon - New Pacific School,

Roseville Police Department Update (please limit to 5 minutes)

Certain businesses are generated a lot of trash, parking garage issues, human waste issues. RPD is making it a city wide issue. RPD is looking for involvement from business owners. Mike talked about encouraging business owners to cleanup around their own business (like the Japanese culture). Kat Maudru mentioned that a free drink is available if a full bucket of garbage is picked up. RPD mentioned that some rooftops have been hang outs too. RPD says that fire extinguishers have been stolen, cars vandalized.

Masons – kids are racing up the parking garage and noticed a lot of garbage on their roof.

President's Comments – Dave Piches

Already discussed.

Approval of Regular Meeting Minutes from 10/27/21 and Executive Meeting Minutes from 11/17/22 -

Dave Piches

Motion by Mark Vespoli, 2nd By Doug Wagemann.

Executive Mtg – motion by Doug, 2nd by Wayne.

Treasurer's Report – David Herrick

- Review of Financials/Budget in packet
- Approval of Financials Motion by Doug, 2nd by Mark.

Stakeholder Reports:

- Comments or questions not covered in Board Packet Report Dave Piches – Roundabout program is not going to happen. The relocation of the archway in unknown. Wayne says that there will be some changes to the road to improve traffic.
- Dave Piches asked if there has been any changes to the Roseville Telephone building. Gina McCall says the project is still underway. Gina McCall talked about the S curve and sign relocation.

Status Reports

- Comments or questions not covered in Board Packet Report Lisa Peters – Bruce scheduled a meeting for a dinner on the bridge. Lisa will let us know as she learns more.

Action Items

- Recommend contracting with Elevate Public Relations and Marketing for creation of 2022 DRP Annual Report at a cost not to exceed \$3,794 – Mary Towne Printing costs are up. Same format. Mike mentioned that the annual report is a requirement. Lisa motion to approve.

Question from Wayne Wiley – other bids are pretty impressive. City staff is contributing to the info for marketing. Should we be getting more out of the report. Many discussions about Elevate Public Relations role in developing the annual report.

Motion 2nd by Mike Esparza. Approved by all.

Wayne explained to Mary that we are interested in beefing up the report a little bit.

- Recommend Sponsorship of Downtown Tuesday Nights 2023 at a cost not to exceed \$25,000 – Jamie Hazen Last DRM meeting approved Downtown Tuesday nights in 2023. 7 Tuesdays and family fun night. Last year \$20K in 2022. 2019 was \$25K. Doug Wagemann to accept sponsorship for a cost not to exceed \$25K. 2nd Mike Esparza. All approved. Abstained by Jamie Hazen.
- Recommend sponsorship of the Blue Line Art's Lottery for the Arts 2023 at a cost not to exceed \$3,500 – Kristin Marshall event on February 10th. Concluding at Monks Cellar. DRP funded in 2020 but not in 2021. Blue line did not hold the event in 2022. Dave Piches asked what it cost to put on lottery for the arts. What is the budget. Brooke says it is \$14k Hoping to net \$80k. Proceeds go into educational programs. 200 people attend the event. Also more people in lead up days and online.
Board discussion: Dave Piches sees the value of the community involvement. Mike mentioned that it needs to fit in the budget. Mark likes that Monks is involved. Jamie mentioned that one of the goals of the DRM is to highlight membership. A lot of various discussions. Motion by Wayne to accept. 2nd by Jamie. Approved by all.

New Discussions

- Updates on meetings with the Historic Folsom PBID and the Downtown Sacramento PBID – Gina McColl – update: Sac is a very large PBID includes 6 districts that received about 15 million visitors. Staff of 20 people, but volunteers and contractors. Promotes clean, safe and marketing. Folsom include 80+ businesses, etc. Board is made of 5 members with 8 staff members (1 full time, the rest are part time). Budget is over \$1mil. But they have the same pains that we face. Funded the same way as us. Both entities have multiple community involvements. Lots of discussions about the various things that they do and accomplish. Both have a similar relationship with the city.
*Lisa recommending merging with Merchants and also having meetings in various locations to help district members.
Doug – In our bylaws we have the ability to have other standing committees. Dave Piches recommend making this a subject of discussion for future meeting.
Tom Carlson asked about tax rates. Similar to ours, but each group raises their rates each year.
- City of Roseville Housing Analyst- Suzanne Acrell Not here.
- Historic Folsom Shuttle Service – Tom Carlson introduced Joel. funded by a grant from Folsom. Started as a pilot program and later became successful. A lot of the riders in Folsom are actually from Roseville. Good for people who need a ride to and from events. carts are ADA compliant. They have an app that tracks each ride. The data is collected to improve efficiency. Very similar to UBER app. Free to riders. Qualify for green funds too. Ride Shuttle does their own repairs and battery work. Which saves costs. Also advertise on the carts. Plan is to put 1 shuttle in downtown and 1 in old town. Consider going past 10:30pm. A lot of big reviews. Mike asked how long the pilot program was in Folsom – a couple of months. Kat asked in when the best times and dates. Answer – Folsom was standard. Usually the night life. Friday and Saturday only. No issues to report from the drivers.

For Roseville the Cost is \$75 an hour. Probably for the pilot program.

Tom Carlson said that the city's alternative transportation program would look to seek clean energy grants. The data tracks the usage and needs. Carts are street legal so they could go on streets. Next Step – check to see if it can be funded through alternative transportation.

- Parade Recap no present

Motion to Adjourn Motion by Tom and Mark.

BROWN ACT: 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. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Carole Dittmer at (916) 783-0760 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 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.