



Board of Directors January Meeting Minutes

Wednesday, January 25, 2023

3pm - 5pm

Roseville Area Chamber of Commerce

650 Douglas Blvd. Roseville, CA 95678

916-783-8136

Call to Order/Introductions – Dave Piches, President @ 3:05pm

Members present: David Piches, Dave Herrick, Tom Carlson (left early at 3:45pm – no longer have a quorum), Mike Esparza, Kat Maudru, Jamie Hazen, David Herrick, Doug Wagemann, Ed Mojica

Members Not present: Wayne Wiley, Mark Vespoli

Others Present: Scott Miskewicz (RPD), John Javidan, Mary Towne, Officer Luna and Naux, Stephanie Hill, Gina McColl

NOTE: we addressed items out of order because certain people needed to leave early. Some items were not able to be voted on because of a lack of quorum.

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

None

Roseville Police Department Update

Root of Happiness has started putting names on cups to track littering. Tailgating is also a problem. Recommendation is to have the business stop using paper cups. DRM is also drafting a letter. DRP letter went out with many other city leaders to Root of Happiness.

President's Comments – Dave Piches

Someone has been playing the trumpet in the parking garage and it is quite lovely.

Approval of Regular Meeting Minutes from 12/14/22 - Dave Piches

Tabled because we no longer have a quorum

Treasurer's Report – David Herrick

- Review of Financials/Budget financials reviewed, but could not be voted on because we do not have a quorum after Tom Carlson left
- Approval of Financials

Stakeholder Reports:

- Comments or questions not covered in Board Packet Report – distributed to board members

Status Reports

- Comments or questions not covered in Board Packet Report – distributed to board members

Action Items

- Recommend approval of Frank Van Sant as a new DRP board member – Doug Wagemann – He has been the building manager for the Masonic Hall for many years. He is willing to get involved. Motion by Doug, 2nd by Tom Carlson.
- Recommend revising DRP Bylaws, “Article V, Sections 4: Qualifications of Directors” as discussed (see board packet item for verbiage) – Kat Maudru - Update to bylaws submitted in board packet. Mike recommended that the wording was too vague and recommended that it states members must be based in and have a financial interest in the district. Motion by Tom Carlson, 2nd by Doug Wagemann.
- Recommend allocating additional compensation to Elevate Public Relations and Marketing for creation of a more robust 2022 DRP Annual Report at a cost not to exceed \$500 – Wayne Wiley - Mary Town talked about the report that illustrates the financial impacts from the district. Recommend having recorded video to accompany the report. Dave Piches recommends that we move forward without the video for now, and then add in the video later. Motion by Mike to move forward with Elevate quote minus the videography piece. 2nd by Tom Carlson.
- Operations and Public Relations Consultant Compensation – Doug Wagemann Doug and Jamie recommended that this discussion be had at the executive committee level. This is tabled until the executive committee discusses.

New Discussions

- Downtown Taskforce Update – Gina McColl - Police, allied security, city manager sent a letter and prepared to take more actions. Create a nuisance ordinance, additional patrol. City and the Gathering Inn may contract together to see if they can do some cleanup. Increased pick up of garbage. Adding more cameras in parking garages. Tracking photos. Mike asked if it possible to fine without an ordinance, but it is not possible. Dave Piches asked for more info on the relocation of the archway. Gina says that it will be part of the S curve and will be relocated further up the street. The current damage is from the storm. It will be relocated to where the train is. Timeline is still to be determined.
- Parade Recap – Steph Hill it was a good weather day. 3,500 to 4,000 people. Attendance lingered until about 2pm. Revenue was a little less than expected. Portable bathrooms did not show up. The bathroom vendor messed up the dates. Net \$3,695 of revenue. Stephanie Hill is recommending that the DRP take over the parade. Sponsorship revenue was \$7,250 (less than last year). Kat is recommending that the Chamber take the parade back. With a lack of quorum the board needs to discuss another time. Kat will send out something to events committee.
- Berryfest Strawberry Festival – John Javidan - Berryfest will be May 13 and 14th -it will be downsized by about half. Will be at Royer Park, but entering in Downtown Roseville. Will be using all three bridges. Attendance is expected to be lower than in the past. Just

mentioning it to let DRP know about it, not yet asking for a sponsorship. The goal is to build the event up over a few years then form its own nonprofit. Most of the Berries come from local farmers.

- Re-examining DRP priorities and goals – Dave Piches tabled. It is recommended that we create a special meeting at Randy Peters location.

New Business/Other discussion – Housing department wants to come and speak with the board about recent developments.

Dave Herrick – Consolidated Communications will be upgrading the local wifi equipment in downtown Roseville. Timeline will be in the next 3 months.

Tower Theater was sold to Hillsdale college. Working with contractors and deciding on plan.

Motion to Adjourn @4:23

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.