



Board of Directors Regular Meeting Minutes

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

Wednesday February 27, 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, Kathy Barsotti, Scott Blyn, John Allard, Brooke Abrams

Call to Order/Introductions – Mark Vespoli 3:02

Public Comment - None

Approval of Minutes from Regular Meeting: January 23, 2019 (Brown, Piches carries).

President's Report – Mark Vespoli – Roseville Jazz Fest is currently being organized. Jim Martinez gave glasses to all board members. Martinez is currently getting sponsors for the festival.

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Treasurer's Report – Mike Esparza

- Balance at 1/1/19 is \$269,083
- Significant expense was the DRM sponsorship fee in the amount of \$25,000
- Esparza announced that he was resigning as Treasurer. A replacement will be sought right away
- Ending Balance at 12/31/18 is \$232,453
- Approval of financials- (Carlson, Peters carries)

Action Items

- **Recommend supplementing Clickspring marketing budget not to exceed \$12,000- Sterri** – The marketing committee met and recommended increasing the current budget with Clickspring. Total budget would be \$30,000 annually. Additional services would include content marketing, more social media, and live content. There would also be website changes and more search engine marketing. After much board discussion the increase in budget was unanimously approved. (Brown, Louthan carries)
- **Recommend contracting with Civitas for hourly consulting services at a cost not to exceed \$500 p/month.** – After a short board discussion the recommendation was approved. (Esparza, Brown carries)
- **Recommend contracting with Accurate Cleaning for bi-annual power washing at a cost not to exceed \$4,250. Maudru** – After discussing the pros and cons of a bi-annual power wash the board decided to table the action item until the next board meeting.
- **Request by property owner Shauna Henson of 611 Royer St property to remove tax assessment. The property has been changed to a residence. Vespoli** – After board discussion the unanimously approved to remove the assessment and refund property owner the most recent assessment. (Brown, Peters carries)
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New Discussions:

- Brooke Abrams of the Blue Line Arts Gallery discussed that the Art Mural Project was going well. All five walls have been filled. Blue Line is requesting additional funding for funding for Lottery in the Arts fundraiser. Blue Line is requesting \$1,000. Will be voted on at next board meeting.

Status Reports

- **Admin/Projects –Kat Maudru**
 1. **Admin** – Annual report is being worked on. The lights on Vernon have been replaced more frequently.

2. **Governance, Capital Improvements, Budget – Piches-** Have met with the city regarding the street sign project. There would be 27 street signs to install. Cost would be \$250 per sign. Overall budget is still around \$30,000.
3. **P/R Marketing, Technology/Events-** Sterri discussed that the White Wig on the bridge fundraiser. He met with Britt about fundraiser and the possibility of the DRP sponsoring the event.
4. **Arts and Entertainment – None**

Stakeholder Reports .

- **Roseville Police –** Officer Scott Blyn asked if there were any questions or comments. Blyn stated that with all of the rain that there have been problems with flooding and sewers being backed up but the city is doing a good job of containing the flooding.
- **City of Roseville –** Bridge grand opening is scheduled for possibly June or July 2019
- **Roseville Parks – None**
- **Roseville Chamber – Gerig.** None
- **Downtown Merchants – Hazen –** Downtown Tuesday Nights is being planned. Starts in June and ends July 31st. Roseville Automall is sponsoring \$10,000.

Motion to Adjourn at 4:45pm