



## **Board of Directors March Meeting Minutes**

Wednesday, March 22, 2023

3pm - 5pm

Roseville Chamber

650 Douglas Blvd., Roseville, CA 95678

916-783-8136

**Call to Order/Introductions** – Dave Piches, President

**Public Comment (limited to 3 minutes each – for all items on or not on Agenda)** – Lisa Peters discussed that DRP should maybe sponsor some other events from other organizations outside the district that are bringing business downtown.

**Roseville Police Department Update** – No comment

**President's Comments** – Dave Piches – Piches discussed that it has been a good year so far for generating ideas. There have been quite a few sub-committee meetings with a lot of good results. Action items are coming

**Approval of Regular Meeting Minutes from 2/22/23** - Dave Piches – (Carlson, Frank Carries)

**Treasurer's Report** – David Herrick

- Review of Financials/Budget
- Balance – 3/16/2023 - \$186,625
- Normal Expenses
- Financial report has been sent for annual report
- Approval of Financials from 3/22/23 – (Carlson, Peters Carries)

**Stakeholder Reports:**

- Comments or questions not covered in Board Packet Report

Stakeholder Reports - Additional Discussion:

- Kat will send the Annual Report from Allied. They will provide the monthly report beginning next month.
- Jamie is talking with Harry White regarding a pilot program for the Planters - the current discussion is to have four planters, one at each of the corners at Taylor and Vernon Streets. Colleen from the Village General Store will assist with the project. We need to have a commitment from the surrounding merchants or a group to ensure a proper watering schedule.
- The discussion was brought up again regarding developing a bark lot/rose garden in the empty lot by the bridge. This project will need to be discussed with Parks & Recreation staff.

- The parking lot at the corner of Atlantic/Vernon will be used as construction storage for the improvements scheduled for that corner.
- Dave Piches noted both Gateway structures appear to be damaged and in bad shape. Gina to provide an update.

## Status Reports

- Comments or questions not covered in Board Packet Report

## Action Items

- Recommend approval of MaryTess Mayall as a new DRP board member - Dave Piches – Maudru talked about a more detailed nominating process. Maudru also discussed about future board positions. Board discussed approval. Mayhall was unanimously approved (Peters, Herrick Carries)
- Recommend approval of DPR Advisory Committee – Doug Wagemann – Wagemann discussed concept of advisory board. 3-5 people from the community would sit on the board. Purpose to get ideas and suggestions that will make the DRP stronger. Wagemann gave examples of how the Advisory Committee would work. Board discussed the pros and cons of the advisory committee. Approved (Carlson, Piches Carries)
- Recommend contracting with Jamie Hazen for consultant services to study options available and their related costs for the installation of holiday decorations and/or lighting in the Downtown in the fall of 2023 at a cost not to exceed \$700 - Dave Piches – Piches discussed hiring Jamie Hazen to research the options available to make the decorations and lighting program more efficient. Hazen approved. (Peters, Carlson) Carries

## New Discussions

- Annual report update – Mary Towne - The draft was received and comments were provided to Elevate. The final proof should be ready this week. This is scheduled for the City Council's consent agenda on April 19th. There was discussion regarding pulling the item off consent to take the opportunity to highlight the DRP's accomplishments. Gina will check on the process.
- Shuttle service -Tom Carlson – Carlson discussed the shuttle service project is progressing with hopefully a action item to be put on the April agenda.
- Signage Project – Dave Piches - The Capital Improvements Committee discussed creating a new Signage Grant Program; however, after discussions with Wayne and Gina regarding project totals per merchant triggering prevailing wage, it was decided the signage program would continue under the Facade Grant Program. Signage grants only would qualify for 50% of the cost, not to exceed \$5,000.00.
- Future of Holiday Parade – Dave Piches - Stephanie Hill has agreed to cut her event management fee. She has requested a joint committee with members from DRP, Chamber and City. Stephanie to make those connections and set up the committee. There was discussion regarding the outcome of the parade - do we want to make a profit or do we want to bring people to the downtown district? Answer: DRP would like to at least break even and make a small profit but also want to continue with this large community event to showcase our downtown. Stephanie to provide a proposal at the next meeting.
- Visit Placer's Explore Placer Pass – Jamie Hazen - Visit Placer's Explore Placer Pass – Jamie Hazen shared a new Explorer Pass launched by Visit Placer that encourages visitors to check-in at various locations throughout the county. This involves the DRP as the Vernon Street Town Square, Monks and Blue Line Arts are check-in locations within the district. Participants can sign up for the pass at: [www.visitplacer.com/visit-placers-](http://www.visitplacer.com/visit-placers-)

[explorer-pass](#) Participants will collect points and can redeem for merchandise (hats, caps, cups, etc.).

**Motion to Adjourn** - [the meeting was adjourned at 4:50 pm.](#)

**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.