



Regular Monthly Meeting Minutes

Wednesday, May 24, 2023

3pm - 5pm

Roseville Chamber

650 Douglas Blvd., Roseville, CA 95678

916-783-8136

Call to Order/Introductions – Lisa Peters, Vice President @3:00pm

Members Present: Mike Esparza, Tom Carlson, Kat Maudru, Lisa Peters, Jamie Hazen, Frank Van Sant, Dave Herrick, Mary Tess, Wayne Wiley, Ed Mojica

Others in attendance: Jeff Nearson, Gina McCall, Stephanie Hill, Rana Gahdban, Monique Brown, Mary Town

Member not present: Doug Wagemann, Mark Vespoli, Dave Piches

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

None

Roseville Police Department Update

Unable to attend due to scheduling issues, but still working with Allied Security

Vice President's Comments – Lisa Peters

Consolidated has a new WiFi for downtown Roseville.

Approval of Regular Meeting Minutes from 4/26/23 - Lisa Peters

Motion by Frank, 2nd by Ed

Treasurer's Report – David Herrick

- Review of Financials/Budget
- Approval of Financials - Lisa Peters

Reviewed various expenses and deposits. Motion by Wayne, 2nd by Frank

Stakeholder Reports:

- Comments or questions not covered in Board Packet Report
MaryTess said city approved grant for \$25,000 mural for back of Roseville theatre. Mural to start this Fall '23. Roseville Electric will be doing some in kind services to underground some of the electrical estimated at \$10,000. DRP will have participation in the Mural selection process.

Status Reports

- Comments or questions not covered in Board Packet Report

Power washing is happening before DTN. Flyers go out tomorrow.

Chamber – meeting to discuss permit issues with the city. Hosting 2 roundtable events for interested parties. Also focusing on attracting developers to Roseville.

Action Items

- Recommend contracting with Stephanie Hill for production and implementation of the 2023 Sylvia Besana Holiday Parade at a cost not to exceed \$3,000 – Steph Hill Looking to generate more ideas to bring people down town more. Looking to make the event longer to bring more commerce to downtown. Total cost is roughly \$8,000. Chamber interested in partnering if it makes sense. Parade Nov 18th. Ed asked Wayne if we are ok with asking people to leave. Wayne said that we should not ask them to leave for voting. We decided to make it optional for people to be present while we vote on their request. Kat is going to ask Civitas on how we should handle this in the future. Stephanie Hill opted to stay out while we vote. Mike is more interested in having Steph to do it as opposed to trying to make one of us do it. Rana asked about details on what will be done. We need clear expectations. It is in the status report.
Wayne asked if city covers traffic how will it impact the net revenue.
Lisa asked to bring Stephanie to come back in and a better explanation of the contract.
Stephanie said that is the same contract as all other years.
Motion by Frank to agree to the contract, 2nd by Ed.
- Recommend the creation and implementation of a pilot shuttle service program in Downtown Roseville for four months (projected start date will be June 2023 and will end September 2023) at a cost not to exceed \$45,000 – Tom Carlson Discussed our tour and possible pick up and drop off spots. Wayne says it meets all legal requirements.
Wayne asked if residential can be part of the map. Kat (text from Mark) – Mark Vespoli says it is too expensive and says he is a big NO. Tom is reminding that it is a pilot program.
Folsom tried it and it turned into an annual program. Mike asked about banner ads as possible advertising. Tom mentioned the company seemed open to all sorts of advertising programs.
Wayne asked if the boundaries could be expanded. Wayne concerned about costs too.
Contract is a month to month basis. The contract is really more for budgeting purposes.
Wayne says that council needs to approve. Lots of discussion on trying to enhance utilization as much as possible. Wayne is thinking that the Grounds is a potential user too.
Shuttle company will be monitoring usage metrics and report back on the usage.
Lots of discussion on budget concerns. Tom asked how long it takes Council to review?
Motion – Wayne pending council approval, adjustments to the map, confirmation of month to month to accept up to \$45K, 2nd Ed.
- Recommend funding two Boy Scout alley clean-ups (Republican Alley, Stella Alley, Gopher Gulch Alley, and along the Atlantic St corridor), performed 6 months apart (first will take place on June 10) at a total cost not to exceed \$4,000 – Tom Carlson Motion by Wayne, 2nd by Jamie.
- Recommend supporting Placer Robotics in locating their corporate headquarters at 623 Vernon Street (within the entire ground floor space of Mercy) to help with offsetting Tenant Improvement costs. The support is requested to help with activating the 600 block of

Vernon Street through the establishment of events, classes, and programs that will add to the vibrancy of Roseville's Downtown at an amount not to exceed \$15,000 – Wayne Wiley Discussed the opportunity to move to downtown Roseville. Looking to be around 200 families. Tom asked when opening will happen. Looking at September of this year. Wayne explained that the city is developing a program to help fund it with the growth lab. We can tie the sponsorship to performance.
Rana clarified that the motion can be to altered to the minutes.
Motion to accept by Tom, 2nd Jamie.

New Discussions

- Monique Brown, Managing Partner - Growth Factory Roseville Venture lab. Helping companies that want to grow in this area. By networking with local leaders and mentors as well as capital. Partnered with city in 2022 with a location in downtown Roseville. Over 1,000 people have attended the space. Free to community. Many attendees are new to seeing Downtown Roseville and interested in coming back.
- Recap on Woof wine and dine – Lisa Peters Thank you from SPCA.

Motion to Adjourn Motion by Frank, 2nd by Wayne at 4:52pm

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.