

Stakeholders and Subcommittee Status Reports 6/28/23

Stakeholder Reports

City of Roseville –Economic Development Department

- A mural is planned for the back side of the Roseville Theatre/Masonic Lodge building. A call to artists has been released <https://www.bluelinearts.org/rfq-rtaa> . Blue Line Arts is facilitating this effort thanks to funding by the DRP and City's grant program. The mural is targeted to be installed by the end of September.
- New businesses Downtown include:
 - Sandy Bryan Vintage Home at 509 Vernon Street
 - Bartlett Flowers and Gifts (relocated) to 507 Vernon Street
 - The Robins Nest at 517 Vernon Street
- City Council approved a temporary suspension of a section of the Downtown Code which requires 80% of new ground floor spaces to be reserved for retail. The suspension of this code will allow for a broader range of pedestrian servicing commercial uses, such as restaurants and personal services, to locate within the downtown. These uses are already permitted in existing buildings. The City's Planning Division intends to bring a correction to the code to City Council by the end of the year.

Roseville Chamber of Commerce:

- No updates

Roseville Parks and Recreation:

- July 4th - Fun Run and Parade 7am-11am (fun run at 7am/ parade at 9am); Location: Vernon Street Town Square/ Fun Run Course & Parade Route. Street Closures: Fun Run and Parade routes (see attached)
- July 9th - Farmers Market 10am-4pm; Location: Vernon Street Town Square/ S. Grant St. Street Closures: S. Grant St between Oak and Vernon St
- July 11, 18 & 25 - Downtown Tuesday Nights 5:30-9pm; Location: Vernon Street Town Square/ Vernon and S. Grant Street. Street Closures: Vernon St between Lincoln & Judah; S. Grant between Oak and Atlantic
- July 13th - Food Truck Mania 5-8pm; Location: Vernon Street Town Square/ S. Grant Street. Street Closures: S. Grant between Oak and Vernon
- July 15th - Summer Concert Series 7:30-10pm (Fan Halen- Van Halen Tribute); Location: Vernon Street Town Square. Street Closures: S. Grant St between Oak and Vernon St

Downtown Roseville Merchants:

- The Downtown Roseville Merchants are enjoying the crowds from Downtown Tuesday Nights. The attendance has been approximately 2500 people each night. The board is working on a membership plan to roll out in July.
- Save the date - Family Fun Night will be Thursday, October 26th. More details to come.

Status Reports

Admin/Projects:

- Power washing completed
- 2023-24 DRP Tax Rolls completed and submitted

PR/Marketing, Technology, Events:

- See social media report

Clean and Safe:

- **Shuttle Service Update:** The opening weekend of the shuttle service was a success. The only problem was that on Saturday night a good portion of Vernon Street was closed because of the concert in city center. On Friday night the shuttle carried 48 passengers on Saturday night due to road closure the shuttle carried 25 passengers. For future concerts I will work with the city on opening Vernon to the shuttle so it can access that crowd. There was a lot of positive feedback from both passengers and merchants. There were stories of passengers stating that they would come to downtown more often with the shuttle service being here. Merchants were also very positive. Some are already on board with sponsorship opportunities. The shuttle was able to deliver passengers to local neighborhoods and took quite a few passengers from old town historic district to downtown district. There were many patrons coming out of establishments as well as merchants to check it out. The app will be available on July 1st and an additional shuttle will begin operations at that time. The expectation is that once that happens passenger growth will take off. The shuttle company mentioned that passenger usage in Roseville was greater than the first weekend of the Folsom service. All in all, I think a very good first weekend.
- **Alley Clean-Up:** The alley clean occurred on Saturday June 10th. Again, the boys scout did a terrific job cleaning up the alleys. They picked up a lot of trash, took down some large bushes, weeded, and blew out the alleys. The next alley cleanup day will be in November. There have some additional boy scout troops who have reached out to us asking to participate in future projects. We will look into having other troops participate as well.

Governance, Capital Improvements, Budget:

- Jamie Hazen is continuing to research holiday tree lighting/ decoration ideas and will prepare a report for the July meeting.
- Dave Piches met with Gina McColl, Mike Esparza and Natasha Martin, the City's Cultural Arts administrator under the Library and Parks Departments, to discuss how to set in motion plans for the use and development of the large vacant bark covered parcel on Oak Street adjacent to the bridge. There is growing enthusiasm to make something wonderful happen here. DRP now has the ear and enthusiasm of the City. It was decided that a joint meeting will be scheduled between additional pertinent representatives of the Parks department and the Capital Improvements Committee soon after July 4th.
- Dave Piches is going to put out feelers to see if Mark Vespoli, Goldfield's and Monk's might be ready to get going on the murals for their Atlantic Street frontages this summer.

Arts & Entertainment:

- RFQ opened for artists to apply for RTAA/Mason's Building Mural opportunity