



## **Board of Directors Regular Meeting Minutes**

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

Wednesday March 27, 2019

3:00 p.m.

**Board Members Present** - Mark Vespoli, Dave Piches, Dave Brown, Mike Esparza, Jamie Hazen, Dion Louthan, Lisa Peters, Jason Kline

**Staff Present** – Kat Maudru

**Others Present** – Wendy Gerig, Kathy Barsotti, Stephanie Hill, David Attaway, John Allard

**Call to Order/Introductions** – Mark Vespoli 3:02

**Public Comments** – Lisa Peters encouraged board members to attend ClickSpring's Open House

**Approval of Minutes** from Regular Meeting: February 23, 2019 (Kline, Peters, carries) and from Executive Committee Meeting: March 6, 2019 (Brown, Peters, carries)

**President's Comments** - Mark Vespoli – The Dinner on the Bridge meeting went well. There may be collaboration with the Chamber on this project and with the city on a grand opening event. Congratulations to Dion Louthan's promotion to Assistant City Manager.

**Treasurer's Report** – Mike Esparza

- Balance at 2/28/19 is \$239,895.37
- Significant expense was the Jazz Festival sponsorship fee in the amount of \$25,000
- The first assessment of the year was received - \$160,000
- Approval of financials- (Brown, Peters, carries)

## Action Items

- **Recommend Approval of Haavard Sterri to position of Board Treasurer** - Vespoli (Hazen, Piches, carries)
- **Recommend contracting with Ellis and Ellis Signs to create the Historical Street Signs for the District, contracting with the City of Roseville for sign installation and approving the total project expenditure at a cost not to exceed \$28,000 (to include a 50% payment to Ellis & Ellis upon project approval)** – (Louthan, Kline, carries)
- **Recommend DRP sponsorship of the 2019 Sylvia Besana holiday parade at a cost not to exceed \$4,000** – (Peters, Piches, carries)
- **Recommend contracting with Accurate Cleaning Inc. for three power washings per year (\$3775 per cleaning) at an annual cost not to exceed \$11,325** – Maudru - it was decided that the three cleanings would take place Mid May, Early August, and late October. (Esparza, Peters, carries)
- **Recommend payment to The Christmas Light Pros of Sacramento for repairing Vernon Street tree lights (parts and labor) at a cost of \$5,408** – Vespoli met with the tree lighting company – there have been numerous challenges including vandalism. It was suggested that the day porters be trained to maintain and repair the tree lights (Brown, Peters, carries)

## New Discussions:

- **Placer Valley Tourism: Event Center Update, shuttle opportunities, Santa Hustle** – David Attaway – event center updates included a new entrance off of Junction and the plan for a roundabout at Washington. National events are already scheduled for 2020. There was a discussion of shuttle possibilities to and from the grounds and downtown for event attendees so they could enjoy the district. Santa Hustle half marathon will be coming to the District on 12/5, starting and finishing at Vernon Street Square. PVT may be reaching out for partnership/sponsorship
- **Formation of Clean & Safe Committee** – Dave Brown – with the category changes, board member Dave Brown and Jason Kline are heading up this new committee. Clean will include but not be limited to power washing, leaf blowing and a re-painting program. Safe will include day porters and possibly a valet parking program. It is hoped that homeless population will also be addressed through navigators, volunteers and possibly housing options.
- **City Project Updates** – Wayne Wiley - three bridges are slated for completion in summer of 2019. University Development Foundation (in the old fire station). Mercy Housing Project is complete - in the process of securing businesses for retail spaces. The post office site will be a mixed use project – condos, retail, a roof top bar and more. The Metropolitan is still planning on moving forward.
- **Downtown Security Update** - Wayne Wiley – a downtown security and parking enforcement programs is under consideration. The City may ask to partner with the DRP at a cost of \$30,000.

## Status Reports

- **Admin/Projects –Kat Maudru**
  1. **Admin** – Annual report needs final edits and will be ready for printing and mailing. Day porters' flyers and materials replenished.
  2. **Governance, Capital Improvements, Budget – Piches-** Undertaking tree light project – looking for new options to current lighting. UP Fence – the wrong fence was installed – working to resolve this.
  3. **P/R Marketing, Technology/Events-** (Covered in President's comments)
  4. **Arts and Entertainment** – the Mural Project is coming along. Various issues have been resolved and site approval is moving forward.

## Stakeholder Reports.

- **Roseville Police – None**
- **City of Roseville** – Bridge grand opening is scheduled for possibly June or July 2019
- **Roseville Parks – None**
- **Roseville Chamber – Gerig** – the Chamber is hosting the Roseville 2019 Business Showcase on May 22<sup>nd</sup>.
- **Downtown Merchants – Hazen** – working on Downtown Tuesday Nights; The DRM member drive starts in April.

**Motion to Adjourn at 4:48pm**