



Board of Directors Regular Meeting Minutes

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

Wednesday July, 25, 2018

3 p.m.

Board Members Present - Mark Vespoli, Dave Piches, Tom Carlson, Dion Louthan, Havaard Sterri, Lisa Peters, Wayne Wiley, Steve Fuhrman, Dave Brown

Staff Present – Kat Maudru

Others Present – Troy Bergstrom, Michal Thomas, Wendy Gerig, Brooke Abrames, MaryTess Mayall, Eric McIntosh, Kathy Barsotti, Jamie Hazen, Michael Thomas

Call to Order/Introductions – Mark Vespoli 3:01.

Public Comment – Michael Thomas discussed having the DRP sponsoring Shakespeare in the Park for Summer 2019. The board said it was too early to consider that request and would take up the issue in 2019.

Approval of Minutes from Regular Meeting: 6-27-18 (Carlson, Piches carries).

President's Report – Mark Vespoli – None

Treasurer's Report – Tom Carlson

- Balance as of 6/30/2018 is \$234,867
- Significant expenses included Civitas payment of \$4,312 and The Gathering Inn of \$2,593
- Discussed budget. On target for hitting all budgeted categories for the year. The only category that we are close to the budget threshold is marketing where the expense is at 80% spent Y-T-D
- Discussed monthly bills
- Approval of financials- (Louhan, Peters carries)

– **Action Items**

- **Recommend approval of the Blue Line Mural Program at a cost not to exceed \$30,000 to be made in installments of \$5,000 per mural as they are finalized.** Mary Tess Mayall and Brooke Abrahams discussed mural project. Blue Line Arts requested \$12,500 up front deposit to execute the project. There would be five murals and \$3,000 would be due after each mural is completed. The murals would be completed by the Fall. There was a discussion of where the murals would be located. After much board discussion it was determined that the terms of the agreement would be changed. The new terms will be as follows: The total cost of the mural project will not exceed \$20,500. There would be an initial deposit of \$5,500 with subsequent payments of \$3,000 after the completion of each of the five mural projects. The board unanimously approved the new terms. (Louhan, Peters carries)
- **Recommend approval of payment to Jamie Hazen for populating of PBID management project based on hourly fee of \$35.00 per hour with a total to be decided upon –** Maudru discussed recommending Jamie Hazen to be contracted to populate the management system. There was a board discussion on the \$35.00 hourly fee and if that was reasonable. The board approved the contract with Jamie Hazen at \$35.00 with the total amount to be spent at still being undecided. (Peters, Piches carries)
- **Recommend sponsoring Downtown Roseville Merchant Family Fun Night at cost not to exceed \$3,500 –** Louthan discussed the DRP sponsoring the event. After much board discussion it was determined that the board would like to see a budget in order for the DRP to sponsor the event. What would be the cost/benefit? It was determined that a final approval would be made after the sub-committee meeting

Status Reports

- **Admin/Projects –Kat Maudru**
 1. Discussed that the Day Porters are doing a much better job and that their shirts have been ordered. Also announced that the 4th of July parade went well.
 2. **Steering Committee Update – Vespoli-** Discussed question of free parking garage being assessed. Everything else is going well. No other issues.
Governance, Capital Improvements, Budget – Piches- Discussed that the Mural Project moving forward as planned and should be the first action item to be completed. The fencing project will probably be too costly with an estimated cost of \$110,000 and will no longer be considered. The street sign project is still being reviewed. There was a street sign count of 42 signs with an alley way sign count of 8 signs. The next step is to finalize the type of sign and the cost. The street light project was deemed too costly with an estimated cost \$200,000. Market lights may be a possibility on Vernon Street. Need to obtain costs.

3. **P/R Marketing, Technology/Events- Peters**– Discussed the sponsorship of the party for Rob Jensen. Tuesday July 31st will be the last night for Downtown Tuesday Nights.

Stakeholder Reports .

Roseville Police – Troy gave an update on Downtown Tuesday Nights. He said the crowds were doing well and there were no security concerns. There have been some homeless concerns with the homeless setting up camps. The city is working on cleaning up the camps.

City of Roseville – None

Roseville Parks – Barsotti. Discussed traffic and parking plan for downtown events. May contract with another company for traffic control.

Roseville Chamber – Gerig. Leadership applications due Friday July 27th. Splash will be held Saturday September 8th.

Downtown Merchants - None

- **Motion to Adjourn at 5:00 pm** (Louthan, Piches carries)