



Regular Monthly Meeting Minutes

Wednesday, August 23, 2023

3pm - 5pm

Roseville Chamber

650 Douglas Blvd., Roseville, CA 95678

916-783-8136

Call to Order/Introductions – Dave Piches, President @ 3pm

Members Present: Mike Esparza, Dave Piches, Jamie Hazen, Lisa Peters, , Dave Herrick (on the phone), Wayne Wiley, Mary Tess, Mark Vespoli

Others in attendance: Michael Luna, Anna, Gina McCall, Jeff Nereson, Kristi LaRoche, Kathleen Beedy, Rana Gahdban

Member not present: Doug Wagemann, Tom Carlson, Frank Van Sant, Ed Mojica,

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

Mike Esparza read a public comment letter from Jen Steele (owner of Bartlett Flowers & Gifts)

Roseville Police Department Update

Not present

President's Comments – Dave Piches

Thanks to Parks & Rec department for so many events in Downtown. SO many great activities.

Approval of Regular Meeting Minutes from 7/26/23 – Dave Piches

Jamie and Gina approved minutes. Mary Tess and Mike abstain (not present)

Treasurer's Report – David Herrick

- Review of Financials/Budget both PBID installments have arrived. A little lower than budgeted. All documents attached in packet.
- Approval of Financials – Dave Piches Motion by Jamie, 2nd by Lisa. Approved by all.

Stakeholder Reports:

- Comments or questions not covered in Board Packet Report
Rana – Chamber of Commerce. State of City is coming up at the Roseville Galleria on Friday. Splash will be on 9/9 (sold out). Placer Valley 2023 is going to be Oct 6 at Bayside Church (great speakers).

Status Reports

- Comments or questions not covered in Board Packet Report
Nothing to report

Action Items:

- Request for additional security services to be provided within the Downtown District by Allied Universal thru December 31, 2023. The proposed contract would provide additional security services totaling 17 hours per week at a cost not to exceed \$9,000.
 - The city has been receiving complaints on Fridays and Saturday in downtown and old town. Clean and safe recommended to move forward with the contract. Include: 17 hours per week through the end of 2023 (hours have not been figured out yet). Most of the issues are happening later than 9pm. Start date would be 9/1/2023.
 - Mike asked when curfew happens. Most is midnight or slightly later, but camera footage in parking garage is most active. Dave Herrick says that there is room in the budget to afford. **Motion by Lisa, 2nd by Mike. Approved by all.**
 - Rana mentioned that homeless activity has increased around their building and creek area too. Parks dept monitors the park and cleans up creeks every day.
 - Ann is the new officer with Allied, still in training. Officer Luna has been blocking off parking garage at the entrance of the 2nd level. Moves people along as long as he can, but when he gets pulled away people gravitate back to the garages.
- Recommend contracting with Home Details for wrapping and maintaining 120 trees from the 100 through the 700 block of Vernon Street at a cost not to exceed \$12,000 – Jamie Hazen Chris Anderson is with Home Details – all of Vernon street trees. Brought examples of lights. Lights will go up from Oct to May. Commercial lights are better and would be 2 strands per tree. Dave Piches mentioned that the electrical may be broken at certain spots. Lights will likely be replaced each year. Dave Piches is recommending that this is an annual expense. Mike asked if there is a bulk discount. Discount generally applies towards timing of purchase. **Motion by Mary Tess, 2nd by Lisa. Approved by all.**
- Recommend sponsorship of RPAL's October 14 Bacon and Brew event at a cost not to exceed \$1,000 – Lisa Peters Jamie Hazen from RPAL submitted request for sponsorship. **Motion by Mike, 2nd by Wayne. Approved by all. We get tickets for our sponsorship.**
- Recommend extending the shuttle service termination date from September 15th to October 15th. There will be no increase in cost. – Dave Piches Dave Herrick – our costs are lower because we are only using 1 shuttle. Lisa asked if the App is working yet. We do not know. Wayne mentioned that it has been empty a lot lately. **Motion by Mike, 2nd by Mary Tess. Wayne Oppose. Ron Gray texted Mike saying that the last 2 weeks had 126 walk on passengers, and 13 passengers used the app.**

New Discussions

- Parks & Recreation Special Events – Jeff Nereson, Kristi LaRoche, Kathleen Beedy
 - Events promote community in presentation. Many new events happening in Downtown Roseville. Ideas for the future for adults and homeschool students.
 - Events are planed by using trends. Utilize ideas from other successful communities. A lot goes into event planning.
 - Commercial events – must be accepted 12 months in advance.
 - Event budge is \$360K a year. But offset with sponsorships.
 - Overall event attendance per year exceed 91,265 people.

- DRP can help by promoting events. Help with establishing relationships with businesses in the district. Jamie mentioned that it would be good for Kat to include it in our monthly packet. Rana asked for the chamber or DRP to be tagged in social media for events.
- Lisa asked what is the best form of advertising. Christy mentioned that social media tends to be the best.
- Venture Lab Update – Wayne Wiley
 - Venture is a public/private partnership. Over 2,000 visits.
- Roseville High School Theater Company sponsorship/partnership - Lisa Peters,
 - Leading towards a future partnership. City is looking for a good contact person with local high schools. Lots of discussions about possibilities.
- BID Dollars – Mark Vespoli

A lot of PBID offer discounts on gift cards for local merchants. DRP would subsidize the program to promote merchants in the district. It is a conceptual idea at this point. Rana mentioned that a similar program was done by Simi Valley Chamber in the past and it was done by a refund basis. More discussions on this to come.

Motion to Adjourn Motion by Mike 2nd by Mark.

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.