



Board of Directors Annual Meeting Minutes

Wednesday, December 20, 2023

2:30 - 5pm

Randy Peters Catering and Event Center

105 Vernon Street, Roseville, CA 95678

916-726-2339

Call to Order/Introductions – Dave Piches, President

Election of Officers – Dave Piches

Election of Executive Committee – Dave Piches

Year in Review – Dave Piches

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

Shared compactors on 200 block, Refuse is asking cardboard boxes to be broken down to keep the dumpster from overflowing.

Mary Tess – A conversation with a business owner in Old Town which asked why Old Town does not get the same level of involvement.

Lisa Peters – had 2 break ins of vehicles at night time. Police reported
Fence along Atlantic street seems to have some missing panels.

Roseville Police Department Update

Not present

President's Comments – Dave Piches

Going over 2023 accomplishments: improved security, new tree lighting program, primary funder of DTN again, Primary funder of Silvia Besana Holiday parade, Continue façade program including 3 grants this year, Supported the mural on the Masonic building, financed our promotion with Elevate, funded a trial program for the shuttle service, 2 power washings, alley cleanup with the boys scouts. Booth of the Placer Valley 2023, Roseville High School Drama sponsorship, Sponsor Bacon and brew bash, Sponsors family fun night, sponsor CA Hemophilia run/walk, discussed planning of converting a bark lot into a park, Sponsor the TI's of placer robotics.

Approval of Regular Meeting Minutes from 10/25/23 and Executive Meeting Minutes from 11/1/23 –

Dave Piches

Regular mtg minutes - Motion by Tom Carlson, 2nd Dave Piches approved by all

Executive mtg minutes - Motion by Jamie Hazen, 2nd Lisa Peters approved by all

Treasurer's Report – David Herrick

- Review of Financials/Budget review of financials Dave Herrick is questioning about some invoices have not yet come in. Commitment schedules distributed as well.
- Approval of Financials – motion by Lisa Peters, 2nd Frank Van Sant approved by all

Stakeholder Reports:

- Comments or questions not covered in Board Packet Report Comment by Jamie Hazen that DRM will be having a mixer at Bounty Hunters Café on Jan 8th
Blue line will be having a mural meeting.

Status Reports

- Comments or questions not covered in Board Packet Report

Action Items:

- Recommend partnering with the City of Roseville and Placer County in funding a Homeless Outreach Worker program; 18 months for two part time homeless outreach workers at a cost not to exceed \$15,000 – Suzanne Acrell/Wayne Wiley We did not fund it for 2023. Susan Acrell and Placer County presenting – program started in the fall of 2019 DRP contributed \$40,000 which was intended to cover 2 years, but it ended up covering 4 years during staffing challenges. \$40k from city, \$80K from County. Dave Piches – asked where they are located – workers are out in the field, but will also use police station too. Dave Piches asked how it directly benefits our district – County response is to engage directly with public. Mike asked: answer 2 people have been recently hired and in training now. Our funding will be for the staff representing our district. Navigators role is to engage homeless and get them into services. Navigators are imbedded police team
Lisa Peters – how many hours are they actually working and how is success measured. Around 22 hours per week. Metrics are tracked for every engagement. Last year was 3,000 contacts. Frank Van Sant expressed some success in Lincoln. Tom Carlson asked if it fits in Clean and Safe, Dave Herrick confirmed that there is funds. Dave Piches asked if the Navigators can report to us with some statistics. Motion by Lisa Peters, 2nd Tom Carlson. Approved by all.
- Recommend contracting with Elevate Public Relations for 2023 DRP Annual Report at a cost not to exceed \$4,395 - Mary Towne/ Kat Maudru Jamie asked what we paid for the annual report last year. We believe it was similar to last year. Motion by Mike Esparza, 2nd by Lisa Peters. Approved by all.
- Recommend contracting with Shellito Training and Consulting for facilitation of DRP Strategic Planning sessions at a cost not to exceed \$12,000 – Wayne Wiley/Gina McColl Wayne recommends discussion to help with the growth planning of the district. Kat – look at hiring a project coordinator. Lisa Peters agrees that we are all stretched thin and cannot locate the man power to make it happen. Tom Carlson asked Mike Shellito is a professional consultant. Jamie Hazen recommends him. Tom Carlson mentioned that is goes towards the overall vision. Mike asked if this means that funding needs to increase. Wayne mentioned that is could mean more strategic planning that may not mean more funding. Mike asked the board to all chime in. Dave says he was initially skeptical, but believe it could be helpful if we are looking to get some help to be more efficient. Wayne recommends having Mike Shellito attend a board meeting to see if/how this would be beneficial for us. Dave Herrick mentions that this should be an annual renewing costs. Motion is tabled.

- Recommend approval of funding for required refinements to the Masonic Mural at a cost not to exceed \$5,000 - Dave Piches, MaryTess Mayall [MaryTess – explained how it was initially funded. Motion by Tom Carlson, 2nd by Dave Herrick.](#)
- Recommend sponsorship of Downtown Tuesday Nights 2024 at a cost not to exceed \$30,000 – Jamie Hazen [Request has increased \\$5k from last year because it is 2 more weeks compared to last year \(9 weeks total\). There is some revenue from vendors rentals. Lisa asked what the net revenue. Answer \\$18k is the net revenue. Attendance is estimated 2,500 to 3,000 per week. Good performers bring in more people. This is the biggest event in Roseville. This sponsorship carries over to Family Fun night. Motion by Lisa Peters, 2nd Mike. Jamie Abstain. Approved by all](#)

New Discussions

- Parade recap – Steph Hill [parade went well, weather was good. Recommending moving parade to December moving forward. Dave Herrick will meet with her to gather information](#)
- Shuttle recap – Tom Carlson [it was a testing pilot program. It was feasible to cost effective. 5X more passengers that came into downtown than away from downtown. Total passengers 1,400 passenger for 36 days. 32 daily average. The route program evolved based on usage. Recommends it being a short term time period, not year around. Dave Piches asked what the demographic was. Mostly transporting people between old town and downtown. When the app went live that expanded. Things that could be better: marketing, sponsorship, app improvements. Shuttle service says that passengers were wondering where they were.](#)
- Expanding the Atlantic Street Mural Program to the whole DRP area in 2024 – MaryTess Mayall [the focus is to expand to the whole district.](#)
- Polar Express in Roseville – Bruce Houdesheldt [tabled](#)
- Warren Miller movie in Roseville –Bruce Houdesheldt [tabled](#)
- Review of goals for the Oak Street bark lot as a Passive Park and Participating in Funding the Design/Drawings Bark Park – Dave Piches/Tom Carlson

Motion to Adjourn [Motion by Dave Herrick 2nd by Lisa Peters. @ 5:03pm](#)

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.

