



Board of Directors Regular Meeting Minutes

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

Wednesday June 26, 2019

3:00 p.m.

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

Staff Present – Kat Maudru

Others Present – Wendy Gerig, Kathy Barsotti, Stephanie Hill, Wayne Wiley, April Esparza, Al santos, Bob Haswell

Call to Order/Introductions – Mark Vespoli 3:00

Public Comment – None

Approval of Minutes from Regular Meeting: May 22, 2019 (Peters, Esparza, carries)

President's Report – Mark Vespoli – The tax rolls have been updated. Garages are now excluded and a commercial property has been converted to a residential property.

Treasurer's Report – Mike Esparza

- Balance at 5/1/19 is \$325,336.11
- There were the routine monthly expenses as well as a payment to Civitas and the Christmas Light Pros
- Ending Balance at 5/31/19 is \$297,418.11
- Approval of financials - (Louthan, Hazen, carries)

Action Items

- **Recommend Sponsorship of 4th of July Parade Fun Run at a cost not to exceed \$1,000** - The race starts and ends on Vernon Street and benefits Crime Stoppers. The number of participants has doubled (Peters, Hazen, carries)
- **Recommend supplementing budget for sign project by an additional \$5,000** - The quote from Ellis & Ellis was inaccurate. After discussion, it was decided that \$2,000 would be a sufficient supplement to the current budget for this project (Esparza, Louthan, carries)

New Discussions:

- **Placer Visitors Bureau presentation - Rob Haswell, Executive Director** – Funded by Placer County Economic Development and charged with promoting all of Placer County. They are working on new branding. Haswell says there is a feeling of disconnect with South Placer County - he is looking for board members to represent the Roseville area on the Bureau.
- **New Projects Discussion**
 - **Lights** - Maudru researched the installation of lights in downtown Auburn and found contact information that the Cap Improvements team will follow up on. Louthan said that there will be issues to address such as liability, light placement; power sources and more.
 - **Facades Grants** - a meeting will be set up with city representatives. The board and the city will look over an older facade program, assess if and how the DRP can be involved and revise the program to suit current needs and financial availability.
 - **Alley Clean up Project** - Esparza and Carlson will identify what can be done and organize volunteer groups (scouts, etc).
 - **A 2020 Mural Program** - it was agreed that the mural program was a great success and should be continued next year.

Status Reports

- **Admin/Projects –Kat Maudru**
 - **Admin** – New porter business cards and job description cards printed and distributed. New porter shirts completed and delivered.
 - **Governance, Capital Improvements, Budget – Piches-** (see new projects discussion and sign project action item)
 - **P/R Marketing, Technology/Events-** The bridge grand opening is set for September 21, 2019. The board needs to decide how the DRP would like to be involved.

- **Clean and Safe – Brown** - Working with merchants on a valet parking partnership. Waiting for merchants to submit a proposal. The city would like the DRP to help fund a Navigator Position" to work with the homeless population.
- **Arts and Entertainment – None**

Stakeholder Reports .

- **Roseville Police – None**
- **City of Roseville – None**
- **Roseville Parks –** The Downtown Bridges Dedication Event will be on September 21, highlighting improved connectivity in downtown Roseville. The DRP will discuss levels of involvement at the July board meeting.
- **Roseville Chamber –** Applications are available for Leadership Roseville. SPLASH is set for September 14.
- **Downtown Merchants – Hazen –** Downtown Tuesday Nights is going well. A contract with the Salvation Army to help with set up and clean up is proving to be very successful.

Motion to Adjourn at 4:33 pm (Esparza, Hazen, carries)