



Board of Directors Regular Meeting Minutes

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

Wednesday July 24, 2019

3:00 p.m.

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

Staff Present – Kat Maudru

Others Present – Wendy Gerig, Kathy Barsotti, Danielle Foster, Brooke Abrames, Mary Tess Mayal, Al Santos, Wayne Wiley, Steve Pavlakis, Stephanie Hill, Arthur Emaina

Call to Order/Introductions – Mark Vespoli 3:01

Public Comment – None

Roseville Police Department Update – None

President's Comments – Mark Vespoli - Haavard Sterri's position at Consolidated Communications was eliminated and Jason Kline has resigned from the board. Awe are looking for new board member to fill these openings.

Approval of Minutes from Regular Meeting: June 26, 2019 (Peters, Louthan, carries)

Treasurer's Report – Mike Esparza

- Balance at 6/1/19 was \$342,436.11
- A \$59,000 assessment check was received
- There were the routine monthly expenses
- Ending Balance at 6/30/19 is \$270,565.55
- Approval of financials - (Brown, Piches, carries)

Action Items

- Recommend election of Mike Esparza to the office of Board Treasurer - Vespoli (Hazen, Louthan, carries)
- Recommend funding a City of Roseville Homeless Navigator position. Funds, not to exceed \$50,000, will be cover two years with a primary focus being homeless support within the District - Brown (tabled)
- Recommend sponsorship of Blue Line Arts Mural Project at a cost not to exceed \$25,000 – Vespoli, Mary Tess Mayall - the board stipulated that this is approved as per guidelines created in the 2019 agreement (Peters, Louthan, carries)

New Discussions:

- **DRP involvement in Bridge Dedication** - Mark Vespoli - it was decided that the DRP would host a table with handouts at the dedication.
- **Façade Grant Program** - This would be an improvement grant, a city partnership with matching funds. The grant would be broader only facades and could include landscaping, patio furniture and more. Other options will be explored and the former façade program will be reviewed. Various grant partnerships are also being looked into (banks, paint stores, etc.)

Status Reports

- **Admin/Projects** – Kat Maudru - the 2nd of 3 power washings will take place 8/12 & 8/13. Porters will distribute flyers remind tenants to clear sidewalks. Day Porters are trying to meet with city regarding tree light maintenance issues.
- **Clean and Safe** – Dave Brown - None
- Governance, Capital Improvements, Budget – Dave Piches/Jamie Hazen – Ellis and Ellis has received their check and the directional signed are being made
- **PR/Marketing, Technology, Events/Outreach** – Lisa Peters/Jamie Hazen – Julie Amos presented on behalf of ClickSpring- The website engagement is up. The DRP has over 11,000 social media followers. The 4th of July parade and Downtown Tuesday Nights had lots of engagement reaching 51,000 people
- **Arts/Entertainment Sub-Committee** – Mark Vespoli – None

Stakeholder Reports

- **City of Roseville** – None
- **Roseville Parks** – None.
- **Roseville Chamber** – SPLASH is set for September 14. The chamber would like to get the word out about Kaiser’s shop local initiative to merchants.
- **Downtown Merchants – Hazen** – Downtown Tuesday Nights wrapped up another successful run. Now starting work on Family Fun Night.

Motion to Adjourn at 4:55 pm (Piches, Peters, carries)