



Board of Directors Regular Meeting Minutes

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

Wednesday September 25, 2019

3:00 p.m.

Board Members Present - Mark Vespoli, Tom Carlson, Dave Brown, Mike Esparza, Jamie Hazen, Dave Piches, David Herrick

Staff Present – Kat Maudru

Others Present – Michael Luna, Wayne Wiley, Scott Blynn, Wendy Gerig, Kathy Barsotti, Robert Cline, Charisse Bach, Juli Amos

Call to Order/Introductions – Mark Vespoli 3:00

Public Comment – Esparza mentioned that a tree was missing in front of his building. Need to find out if city is removing trees. Could affect Christmas tree lights.

Approval of Minutes from Regular Meeting: August 28, 2019 (Brown, Esparza carries).

President's Report – Mark Vespoli – Mentioned that the event on the bridge went well. The event was well attended.

Treasurer's Report – Mike Esparza

- Balance at 9/1/19 is \$300,172
- Discussed budget and there were a couple of unclassified expenses
- Over budget in marketing & events
- Ending Balance at 9/30/19 is \$205,000
- Approval of financials- (Brown, Carlson carries)

Action Items

- **Recommend approval of David Herrick from Consolidated Communications as a new board member- Vespoli**– Introduced David Herrick as possible new board member and gave brief resume of his credentials. Mr. Herrick then introduced himself and stated that he is currently the VP controller of Consolidated Communications. There was a board discussion and the board unanimously approved David Herrick as a new board member. (Piches, Hazen carries)
- **Approve the establishment of a façade grant program on a one year pilot basis and allocate an amount not to exceed \$50,000 for the program to be administered by the City of Roseville Economic Development with oversight from the DRP – Wiley – Wiley and Robert Cline** gave a brief overview of the proposed façade grant program. They discussed the application and flyer. They stated that the program will go to the city council in November and could be approved and implemented by December 2019. The total amount of funds that the DRP will grant to property owners will not exceed \$50,000. The DRP will match up to \$10,000 per project. Before any grant is given there will be a vetting process with the city that includes an application and permitting process. After much board discussion the board approved the program. (Piches, Carlson carries)

New Discussions:

- **DRP Bridge Event** – Julie Amos discussed possible DRP bridge event. Downtown restaurants would participate. It would be a fundraiser. Need more details about funding and who would participate and what the costs would be.
- **First Security Services Representative – Officer Luna** – Michael Luna gave a presentation of what his duties are and discussed issues related to his downtown beat.
- **Roseville Transit Shuttle from The Grounds to Downtown and back during events – Vespoli** – Discussed a potential transit shuttle between The Grounds and downtown Roseville for various events. This would be a partnership between the DRP and the City of Roseville. The main issue is what the costs would be.

Status Reports

- **Admin/Projects –Kat Maudru**
 1. **Admin** – Ballots for Carlson, Piches, and Vespoli went out for property owners to vote their renewal as board members. The ballots need to be returned no later than October 18th 2019. Banners will be switched out to holiday banners in November.
 2. **Governance, Capital Improvements, Budget – Carlson** – Discussed alley clean up project for a budget not to exceed \$3,000. A local Boy Scout troop would participate in cleaning up the alleys in the district. The DRP would donate \$3,000 to the troop for the clean up. This project will be placed as an action item for the October board meeting.
 3. **P/R Marketing, Technology/Events-** Amos gave a marketing report update. Amos reported that there has been increased traffic on the website. There have been many hits and interest on the site.
 4. **Clean and Safe** – None
 5. **Arts and Entertainment** – None

Stakeholder Reports .

- **Roseville Police** – Officer Scott Blynn gave an update on downtown transient population and introduced new security force officer Michael Luna. Mr. Luna discussed what his duties would be and what he would be doing.
- **City of Roseville** – None
- **Roseville Parks** – Barsotti discussed bridges ribbon cutting ceremony. There was huge attendance for the event. She also mentioned that there are many events scheduled for the Fall.
- **Roseville Chamber** – None
- **Downtown Merchants – Hazen** – Family fun night is scheduled for October 24th. It has been heavily promoted and they expecting a significant turnout.

Motion to Adjourn at 4:50 pm