



Board of Directors Regular Meeting Minutes

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

Wednesday October 23, 2019

3:00 p.m.

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

Staff Present – Kat Maudru

Others Present – Michael Luna, Wayne Wiley, Scott Blynn, Wendy Gerig, Kathy Barsotti, Robert Cline, Holly Klein, Rob Dick

Call to Order/Introductions – Mark Vespoli 3:00

Public Comment – Scott Blynn stated that the city council meetings will have tighter security including metal detectors starting immediately. Mike Esparza discussed that there has been some security issues around his office.

Approval of Minutes from Regular Meeting: September 25, 2019 (Brown, Esparza carries).

President's Report – Mark Vespoli – Discussed that he found an option for the LED lights on the trees. The lights are located on the trunk and shine upwards .

Treasurer's Report – Mike Esparza

- Balance at 10/1/19 is \$298,172
- Paid Union Pacific twice in September at \$40,000 each. Union Pacific will refund \$40,000 back to the DRP
- Over budget in marketing & events
- Ending Balance at 10/31/19 is \$205,000
- Approval of financials- (Brown, Piches carries)

Action Items

- **Recommend approval of Boy Scouts alley clean up project on 11/2/19 at a cost not to exceed \$3,000- Carlson**– Discussed the possibility of an alley clean up project on four alleys in the district. The cleaning would include picking up trash, sweeping, weeding, and blowing. The four alleys include: Republican Alley, Stella Alley, Gopher Gulch Alley, and one unnamed alley. A local Boy Scout troop will perform the cleaning and in return the DRP will donate \$3,000 to the troop. After much board discussion the project was unanimously approved. (Esparza, Brown carries)
- **Recommend sponsorship of Downtown Roseville Tuesday Nights at a cost not to exceed \$25,000 - Hazen** – Hazen showed slide show reporting the highlights of 2019 Downtown Tuesday Nights. Hazen noted that the concerts were popular as well as the food trucks and vendors. Overall the event broke even. However, the board requested that financials be presented to the board so they could evaluate the financial condition of the event so the board could make an informed decision. Because of this it was decided to table the vote until a future meeting after the financials could be reviewed.

New Discussions:

- **DRP Bridge Event** – Lisa Peters met with merchants and vendors about a possible Oktoberfest event on the bridge in October 2020. Most likely this will be a partnership with the Chamber. It will be a fundraising event for the DRP. The exact date is still yet to be determined.
- **Façade Grant Update**– Robert Cline of the city gave an update on changes made to the Façade Grant. There was an adjustment to include a minimum amount to be spent of \$1,000. Cline stated that a new law was just passed in CA that design work must include prevailing wage. Based on the city's recommendation the design work will not be included as part of the grant.
- **Creation of a DRP banner to be used on Roseville Transit busses.** – **Vespoli** . Discussed placing a banner on back of transit busses to advertise the DRP. What would the banner look like? What would the cost be? More detail is needed for future discussion.
- **Revise bylaws – Voting by property rather than by member.** **Maudru** – Discussed the pros and cons of changing the bylaws. It

would be more efficient and easier to vote by property vs by member.
More discussion is needed.

Status Reports

- **Admin/Projects –Kat Maudru**
 1. **Admin** – Power washing will occur November 18th & 19th before the parade. Holiday banners will be installed in November.
 2. **Governance, Capital Improvements, Budget – Hazen – Street signs are almost finished. Should be installed before the end of the year.**
 3. **P/R Marketing, Technology/Events-** Holly of Clickspring gave an update on September marketing reports. Users and clicks increased significantly over the previous month. Social media following about 11,600. The events in November has resulted in large online traffic.
 4. **Clean and Safe** – None
 5. **Arts and Entertainment** – None

Stakeholder Reports .

- **Roseville Police** – Officer Scott Blynn discussed that starting November 1st Roseville PD will issue parking warning citations. It will not be a violation just a warning.
- **City of Roseville** – None

- **Roseville Parks** – Barsotti stated that Jill Geller is the new parks & rec director
- **Roseville Chamber** – None
- **Downtown Merchants – Hazen** – Family fun night will be October 24, 2019

Motion to Adjourn at 4:53 pm