



## **Board of Directors Regular Meeting Minutes**

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

Wednesday November 20, 2019

3:00 p.m.

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

**Staff Present** – Kat Maudru

**Others Present** – Michael Luna, Steve Pavalakis, Wendy Gerig, Robert Cline, Holly Klein, Kathy Barsotti

**Call to Order/Introductions** – Mark Vespoli 3:00

**Public Comment** – None

**Approval of Minutes** from Regular Meeting: October 23, 2019 (Peters, Herrick carries). Minutes were approved subject to one discrepancy with the action item from the October board meeting that the DRP will sponsor Downtown Tuesday Nights. With this action item there was some confusion as to if this action item was approved. It was determined by the board that it was approved but that the executive committee will hold a meeting to make a formal approval of the action item.

**President's Report – Mark Vespoli** – Discussed that he talked to John Allard about placing directional signs at Riverside & Atlantic Street exits. The signs would be used to direct people to the downtown district. Capital improvements committee will review.

### **Treasurer's Report – Mike Esparza**

- Balance at 10/1/19 is \$205,000
- Refund was received from Union Pacific for overpayment of fence project in the amount of \$40,000
- One final assessment for the year was received in the amount of \$6,827
- Ending Balance at 10/31/19 is \$232,883

- Approval of financials- (Brown, Piches carries)

## Action Items

- **Recommend sponsorship of Salvation Army Holiday Turkey purchase at a cost not to exceed \$2,000.** Steve Palavakis discussed the Salvation Army Christmas distribution for needy families. Distribution date is 12/20/19 at The Grounds. Families will receive Toys, Food, and Clothing. Board discussed what budget category this would fall under. After much board discussion it was approved. (Carlson, Peters carries)
- **Recommend rental of Roseville bus banner space for a 6 month period at a cost not to exceed \$5,000 - Cline** – Cline discussed the cost breakdown of the banners and the types of banners. Banner would be located on the back of the bus. There would be two price breakdowns depending on the size of the banner. After much board discussion it was determined that more information was needed in terms of costs and what the banner would say. This action item will be tabled until a future meeting. The subcommittee will review.

## New Discussions:

- **City Projects**– None.
- **Marketing & Events Budget Clarification**– Peters stated that more discussion was needed depending on the Jazz Festival sponsorship.
- **DRP Bridge Event** - . Peters discussed that bridge event will take place on 10/2/2020. It will be on a Friday between 5:30 – 8:30. The initial name for the event will be Autumn on the Bridge. No more than 20 vendors would participate. It will be a harvest theme. It will include food, cocktails, and vendors. There will be various sponsorship levels. Ticket prices will be \$50.00 or \$80.00 for two.
- **Tree Wraps** - Cline discussed new tree wraps. They will be spiral tree wraps tied by zip ties. The project should start soon.

## Status Reports

### Admin/Projects –Kat Maudru

1. **Admin** – Sidewalks were recently power washed. New holiday banners were installed.

2. **Governance, Capital Improvements, Budget** – Hazen stated the street signs will be delivered to Corp yard on November 21<sup>st</sup>. Installation is still to be determined.
3. **P/R Marketing, Technology/Events-** Holly of Clickspring gave an update on October marketing report. She stated that there were more new users and hits on website. There was an increase in organic research. Top reviewed events were the Alley Clean Up project and Family Fun Night.
4. **Clean and Safe** – Carlson discussed Alley Clean Up project. The project was a success. There were 15 scouts and 11 adults that participated. Four alleys were cleaned and in return Troop 828 received a \$3,000 donation.
5. **Arts and Entertainment** – None

### **Stakeholder Reports .**

- **Roseville Police** – None
- **City of Roseville** – None
  
- **Roseville Parks** – Barsotti stated that the holiday downtown celebration will be December 3-5<sup>th</sup>. The official lighting of the downtown Christmas tree will be Thursday December 5<sup>th</sup>.
- **Roseville Chamber** – **None**
- **Downtown Merchants** – **Hazen** – Family fun night was very successful. There was a huge turnout with many activities.

**Motion to Adjourn at 4:32 pm**