



Board of Directors Annual Meeting Minutes

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

Wednesday, December 18, 2019
3:00p.m. – 4:30p.m.

Board Members Present – Mark Vespoli, Dave Piches, Jamie Hazen, Dion Louthan,
Dave Brown, Mike Esparza

Staff Present – Kat Maudru

Others Present – Holly Klein, Stephanie Hill, Patrick Daly, Eric Dexter, Mike Luna, Wendy
Gerig, Wayne Wiley

Call to Order/Introductions – Mark Vespoli, 3:01

Election of Officers – Officers elected as follows:

Mark Vespoli – President

Dave Piches – Vice President

Tom Carlson – Secretary

Mike Esparza – Treasurer

Election of Executive Committee – Committee elected as follows:

Mark Vespoli, Dave Piches, Dion Louthan, Mike Esparza

Year in Review – Mark Vespoli shared a list of accomplishments from 2019.

Public Comment - Stephanie Hill reported that the holiday parade was a huge success.
The weather was great. People stayed afterwards and enjoyed local vendors.

Roseville Police Department Update – Security Guard/Officer Mike Luna reported that
with cold weather there have been more issues with people sleeping in doorway. Other
ongoing issues include camping, loitering; sleeping in the rail tinned an abandoned
property.

President's Comments - Mark Vespoli - more input will be needed for the bus signage
and freeway signs. Might be part of an overarching marketing/imagining project

Approval of Regular Meeting Minutes from 11-20-19 Regular Meeting (Esparza,
Hazen, carries) **and 11-28-19 Executive committee meeting** (Louthan, Esparza, carries)

Treasurer's Report – Mike Esparza

- Starting balance - \$232,632. Ending - \$194, 372
- Approval of Financials (Brown, Piches, carries)
- Esparza is looking into Quick Books for non-profits
- Money earmarked for the Jazz fest was used to shore up all categories

Action Items

- Recommend review and recommendations for DRP Bylaws by Civitas at a cost not to exceed \$1,500 – (Brown, Louthan, carries)
- Recommend reallocating 15% of Clean & Safe category funds and/or Administrative category funds to offset deficit in Marketing and Event category – ACTION ITEM WITH DRAWN

New Discussions

- City/Vernon Street Projects – Wayne Wiley, Patrick Daley – Daley reported that trees are slowly being transitioned. Tree wells had issues and three trees were removed. Electrical issues with the trees are being addressed. Lights on the archways are being repaired.

Wiley reviewed recent/ongoing projects - there has been lots of positive feedback on the bridges. Negotiations with the University Development Foundation for higher education continue. A valet plan is being looked at with a possible DRP partnership. The post office will be replaced by a 6 story mixed use building. Affordable housing is coming along in the historic district. The city has had a website update. Discussion continue about bus service from The Grounds to downtown and the mall. Decorative lights project is getting closer to being a reality.

- DRP Bridge Event – The next meeting will be after the first of the year

Status Reports

- Admin/Projects – Kat Maudru – Beginning annual report, collected data for annual meeting
- Clean and Safe – No Update
- Governance, Capital Improvements, Budget – The directional signs should be up by late January/early February. The project came in under budget.
- PR/Marketing, Technology, Events/Outreach – The number of visitos to the website has tripled since last year. In November, the most visited event was the holiday parade.
- Arts/Entertainment Sub-Committee – There was a discussion about the DRP helping to bring back Wednesdays on Tap

Stakeholder Reports (Please keep reports brief - 3 minutes)

- City of Roseville – None
- Roseville Parks and Recreation – None
- Roseville Chamber of Commerce – Gerig noted that if businesses are struggling to please contact the chamber.
- Downtown Roseville Merchants – The general meeting and mixer will be held at the Blue Line on 1/8.

Motion to Adjourn (Brown, Hazen, carries) 4:46pm

NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 minutes' maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify the Downtown Roseville Partnership at 916-771-4475 at least 48 hours prior to the meeting.

