



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

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

Wednesday, January 22, 2020

3:00p.m. – 4:30p.m.

**Board Members Present** – Mark Vespoli, Jamie Hazen, Dave Piches, David Herrick,  
Dave Brown, Lisa Peters, Mike Esparza, Wayne Willey

**Staff Present** – Kat Maudru

**Others Present** – Scott Blynn, Holly Klein, Michael Luna, Wendy Gerig,  
Kathy Barsotti

**Call to Order/Introductions** – Mark Vespoli, President (3:01)

**Public Comment** – None

**Roseville Police Department Update** – Officer Blynn checked in with regards to the new security program. There has been a lot of parking enforcement along the corridor with warning notice being left on cars. The parking garages are being well utilized. A 7<sup>th</sup> patrol beat is being added to the City of Roseville

**President's Comments** – None

**Approval of Regular Meeting Minutes from 1/22/20 Regular Meeting** - Brown, Piches, carries)

**Treasurer's Report** – Mike Esparza

- Starting balance - \$192,372
- Routine monthly expenses
- Ending Balance - \$171,069
- Approval of Financials – (Brown, Piches, carries)

#### **Action Items**

- Recommend contracting with MarketShare PR to develop and mail 2019 DRP Annual Report at a cost not to exceed \$4,600. –(Hazen, Wiley, carries)
- Recommend the allocation of funds to partially cover the cost of equipment, permitting and installation of overhead lights located in the walkway between 316 Vernon Street (City office building) and 320 Vernon Street (Post Office site) at a cost not to exceed \$2,000. The City will contribute \$5000 to the project. Maintenance costs of the pilot program will be incurred by the City of Roseville and will be re-evaluated a year from the installation date –(Peters, Hazen, carries)

## **New Discussions**

- **DRP Bridge Event** – The permit has been signed. The Date is 10/22. Looking at 20 to 30 vendors with harvest themed items. Pricing and sponsorship levels have been determined. Board is being asked to help identify sponsors.
- **Jefferson Street parking issues** – residents are complaining about parking. Roseville PD suggested that this was a zoning/permitting issue for the city's street department
- **Wayne to replace Dion as Board Member representing the City** – Wayne is excited to join the board.

## **Status Reports**

- **Admin/Projects** – Holiday banners switched back to regular banners; working on annual report
- **Clean and Safe** – 2 full time navigators candidates are being vetted and should be in the positions soon.
- **Governance, Capital Improvements, Budget** – Street signs should be installed the week of 2/10. The project was completed under budget. New projects will be looked at prior to the next meeting.
- **PR/Marketing, Technology, Events/Outreach** – Social media traffic has tripled from December 2018 to December 2019.
- **Arts/Entertainment Sub-Committee** – Wednesdays on Tap – the city is researching a non profit sponsor for liquor license purposes.

## **Stakeholder Reports (Please keep reports brief - 3 minutes)**

- **City of Roseville** – The façade program is up and running. There have been 3 applications. The first set of reviews will occur in February
- **Roseville Parks and Recreation** – Holiday tree lighting was a great success. Parks and Rec are working in tandem with new groups who want to hold events in the District
- **Roseville Chamber of Commerce** – None
- **Downtown Roseville Merchants** – Working on DTN, getting sponsors, discussed marketing/advertising with Entercom.

**Motion to Adjourn 4:55** - Hazen, Esparza , carries

**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.