



Board of Directors Regular Meeting Minutes

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

Wednesday February 26, 2020

3:00 p.m.

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

Staff Present – Kat Maudru

Others Present – John Javidan, Steve Pavalakis, Wendy Gerig, Robert Cline, Holly Klein, Stephanie Hill, Brooke Abrams, MaryTess Mayall

Call to Order/Introductions – Mark Vespoli 3:07

Public Comment – None

Approval of Minutes from Regular Meeting: January 22, 2020 (Brown, Esparza carries).

President's Report – Mark Vespoli –None

Treasurer's Report – Mike Esparza

- Balance at 1/1/20 is \$173,824
- Tom Carlson gave a presentation on the most recent tax filing for the DRP.
- Ending Balance at 1/31/2020: \$152,583
- Approval of financials- (Brown, Piches carries)

Action Items

- **Recommend that DRP board grant one exception related to “projects with the city permits pulled prior to the applications submittal date for Randy Peters Catering.** Rob Cline discussed a one time exception of city permits pulled prior to application submittal date. Cline encouraged this one time exception due to this being a pilot program and location of building. After much discussion of the pros and cons this action item was tabled and action item #2 was voted on instead.
- **Adjustment to “Projects with City permits pulled prior to the application submittal date”- Cline/Wiley** – Cline discussed the changing the permits submittal date prior to the submittal of the application. The board discussed what the “Grace period” would be. The motion was made to approve a six month grace period before or after the façade grant application submittal date. The board unanimously approved (Brown, Esparza carries)
- **Recommend sponsorship of the Sylvia Besana Parade at a cost not to exceed \$4,000. Stephanie Hill.** Hill discussed that she was requesting a sponsorship earlier than usual due to more upfront costs needed compared to prior years. Board approved. (Peters, Esparza carries)
- **Recommend sponsorship of Blue Line Arts “Lottery for the Arts” at a cost not to exceed \$1,000. Brooke Abrams.** Abrams discussed all of the benefits that a sponsorship would entail. Date of the event is March 19th 2020. Ticket cost is \$200 p/person. Board approved. (Peters, Esparza carries)

New Discussions:

- **Status update on Mural Program.** Abrams stated that the mural project was coming along nicely. She stated that there had been some verbal commitments from various property owners about using their walls. She also discussed various sponsorship levels.
- **Sip and Shop**– Hazen discussed possible art & wine walk that would take place in 2021. Would involve local artists, wineries, and breweries
- **Berryfest** - Javidan discussed that Berryfest will be moved to Downtown Roseville and Royer Park. The event will be held on Mother’s day weekend May 9-10 2020.
- **Capital Improvements** – Dave Piches discussed possible capital improvement projects for 2020. Maudru mentioned that banners may be changed out to match street signs. Also the board discussed possible maintenance changes and market lights
- **Bylaws revisions** – Vespoli stated that some laws may be changes. Civitas has recommended some changes to the bylaws

Status Reports

Admin/Projects –Kat Maudru

1. **Admin** – New Dayporter has been hired. Bylaws project is still ongoing
2. **Governance, Capital Improvements, Budget** – Piches stated that the street signs have been installed and that they look great. Some on the board mentioned that the font size may be a little small.
3. **P/R Marketing, Technology/Events-** Peter discussed Bridge Event that will be held on October 2, 2020. Sponsors are needed. The event will be called “Autumn on the Bridge”
4. **Clean and Safe** – None.
5. **Arts and Entertainment** – None

Stakeholder Reports .

- **Roseville Police** – None
- **City of Roseville** – None

- **Roseville Parks** – None
- **Roseville Chamber** – None
- **Downtown Merchants** – Hazen None

Motion to Adjourn at 5:00 pm