

Stakeholders and Subcommittee Status Reports 8/27/25

Stakeholder Reports

Roseville Chamber of Commerce:

- No updates

City of Roseville –Economic Development Department:

- **Development activity:** now open [Pedal Car Pizza](#) at 222 Vernon Street and [Hidden Coffee Bar](#) at 500 Vernon Street (behind the [Village General Store](#))
- **Entrepreneur Advice:** Join us for office hours on Tuesdays at the Roseville Venture Lab and meet with our experienced entrepreneurs-in-residence. [Submit a request](#)
- **Roseville Rising Food Founders Pop-up Activation:** Save the date October 2nd 5-7:30 pm for an evening at sampling cuisine from emerging local food entrepreneurs and graduates for the Roseville Venture Lab Roseville Rising program. Hosted at Randy Peters Catering and Event Center. [Click for more information and to reserve your ticket.](#)
- **Roseville Electric Revamps Commercial Rebates** - Roseville Electric Utility is excited to announce that we've expanded and enhanced our commercial rebate programs to help our local businesses save energy and money while supporting a more reliable and sustainable power grid. Check out what's new:
 - Commercial HVAC Tune-Up – Get up to \$250 per unit
 - Commercial Thermostats – Receive up to \$250 per device
 - Commercial HVAC Replacement – Earn up to \$2,000 per ton

Whether you're planning equipment upgrades or looking to cut energy use, we've simplified the application process and updated our rebate programs to make it easier than ever to improve your business's efficiency and reduce operating costs. [Apply today](#)

- **State of the City** Mayor Krista Bernasconi will give the 2025 State of the City address at 9 a.m., Wednesday, August 27 at Denio's Farmers Market & Swap Meet. [Reserve your free ticket](#)
- **Placer County Business Resource Center News:**

[October 8th Webinar Invitation: From Military Service to the Service Industry – "Red" Johnson's Story](#)

Join us for an inspiring conversation on Oct. 8 from noon to 12:45 p.m. with **William “Red” Johnson** — Army veteran, full-time Department of Defense professional and the entrepreneur behind **Red’s Pizzeria & Taphouse** and **Yummy Poke in Rocklin**.

Known by most as “Billy,” Red has carved a unique path that bridges military discipline, agricultural roots, and a passion for hospitality. In this webinar, he’ll share how he’s built thriving, community-driven restaurants from the ground up — surviving COVID, staffing shortages, inflation and the daily grind of running small businesses.

What you’ll hear about:

- Red’s journey from serving his country to serving his community
- The grit behind building two successful restaurant brands
- How young entrepreneurs can succeed in today’s food and beverage landscape
- Why supporting local still matters — and how it creates ripple effects in your community

Whether you're a fellow entrepreneur, a supporter of local business, or simply love a great comeback story, this is a conversation you won’t want to miss.

[Register for the free webinar on Oct. 8 at noon](#)

UPCOMING EVENTS



[Small Business Development Center August Workshops and Events](#)

Throughout the month, the Northern California Small Business Development Center offers a wide array of workshops, webinars and training series designed to support small businesses. Topics range from "Incorporating a Branded Youtube Channel" and "Social Media Hero - Your Social Media Game Plan," providing valuable insights and resources to help drive your business’ success.



SCORE August Workshops and Events

Throughout the month, SCORE is offering a variety of live and recorded webinars, in-person and online workshops, and events led by industry experts to help businesses grow. Topics include "How a Virtual Assistant Can Help You Grow" and "Think Like a CEO - How to Structure Your Business for Sustainable Growth," providing valuable skills and insights for startup success.

Parks and Recreation:

- September 7th - Worldsworst: Vintage Market, 10:00am- 6:00pm; Location: Vernon Street Town Square/ S. Grant Street/ Vernon St; Street Closures: S. Grant between Oak and Vernon; Vernon St between Taylor & Washington
- September 11th - Food Truck Mania. 5-8pm; Location: Vernon Street Town Square/ S. Grant Street; Street Closures: S. Grant between Oak and Vernon
- September 20th - Family Fall Festival and Concert on the Square, 2-10:30pm; Location: Vernon Street Town Square/ S. Grant Street/ Royer Park; Street Closures: S. Grant between Oak and Vernon/ Vernon St between Taylor and Washington
- September 28th - Hot Pink Fun Run, 6am-12pm; Location: Vernon Street Town Square/ Vernon Street/ Run Course; Street Closures:
Vernon St between 6th St. & Folsom Rd.
Atlantic St between Yosemite St & Vernon St.
Folsom Rd between Vernon St. & Maciel Ave.
6th Street between Vernon & Mayfair Dr.
5th Street between Vernon & D St.
E Street between Vernon & 6th St.
Taylor St. between Atlantic & Vernon
S. Grant St. between Atlantic & Oak
Atlantic St between Taylor St & Vernon St.
Linda Dr between Lincoln & Folsom Rd
Old Washington Blvd. between Atlantic & Vernon
Lincoln St between Atlantic & Oak
Jefferson St. between Atlantic & Vernon

Downtown Roseville Merchants:

- Working on Family Fun Night, which is scheduled for Thursday, October 30th, 4pm to 8pm

Status Reports

Admin/Projects:

Tabled until September meeting:

- Window clings for 226 Vernon Street - \$969.75
- @TheGrounds Flyer
- 501c3 status

PR/Marketing, Technology, Events:

Ice Rink

- The contract has been signed.
- We need help from the board to step up and assist in getting businesses to purchase sponsorships or at least banners.
- Need a check for Inflatable Adventures Inc. for \$25,275.00.
- We need to set up a marketing meeting with Elevate.
- Ticket Spice (for online ticketing) went over the program in an online presentation. nce.
- Lisa would like to create an ice rink committee

Clean and Safe:

- Clean and Safe has tentatively set a alley clean up date with the Boy Scouts for October 19th. It will be put on the September agenda as an action item.

Governance, Capital Improvements, Arts & Entertainment:

- The new Summer/Fall banners have been installed. In addition, the Committee is reviewing our resources to reinvigorate the Facade Grant Program that has been under-utilized during the last year.

Roseville Mural Project Update from Blue Line Arts:

- Mural Location #1 - Randy Peters Catering: An in person meeting between the Property Owners and artist took place to discuss a new design. The artist is scheduled to have the new design ready by August 22nd.
- Mural Location #2 - TRAX Taproom & Kitchen: MRDP permit approved. Painting is scheduled to begin at the end of August.
- Mural Location #3 - Goldfields: MDRP permit is under review.
- Mural Location #4 - City of Roseville CMU behind Goldfields: City attorneys are reviewing the Property Owner and Artist agreements.

- Mural Location #5 - Blue Line Arts: will be promoting DRP matching funds for up to \$15,000 for Artist Commissions for their facade during the upcoming Gallery Gala - Benefit Art Auction fundraiser on October 4th.