



Board of Directors Regular Meeting Minutes

Wednesday, July 23, 2025

3:00p.m. – 5:00p.m.

Randy Peters Catering and Event Center

105 Vernon Street, Roseville, CA 95678

916-726-2339

Call to Order/Introductions – Dave Piches, President @ 3:01 pm

Members Present: Dave Piches, Lisa Peters, Kat Maudru, MaryTess Mayall, Jamie Hazen, Tom Carlson, Dave Herrick (on phone), Wayne Wiley, Ed Mojica, Frank Van Zant, Mike Esparza, Mark Vespoli, Wayne Wiley

Others in attendance: Kathleen (Parks and Rec), Kristy Loroche (Parks), Chuck Neirson (parks), Matt Hill, Pete Hill (Allied), Austin and Juliette Frucci (Hidden Coffee), Genevieve Topple, Vernon Vernaza

Public Comment (limited to 3 minutes each – for all items on or not on Agenda)

No comment

Roseville Police Department/Allied Security Update

Allied – question: about alley behind tower theater. Also asked about double parking along Vernon (200 block). Gina looking into it.

President's Comments – Dave Piches

Dave asked about Hidden Coffee (open 7-2 everyday except Monday) Gina McCall mentioned that Hidden coffee is involved in Roseville Rising.

Petal Car opening this week.

Guest Speaker/Ice Rink Update: Vern with Inflatables/Lisa Peters

Lisa showing videos from Elk Grove skate event. Vern talking about ice rink operations.

Austin Frucci recommended TicketSpice a ticketing system. Kat asked about staffing, Inflatables would provide all of the staffing. Rink will be perpendicular to Vernon (60x40 rink). Dave asked about sponsorships. Still a question about security. Discussion about timing. Recommending that we move this to an Executive meeting because it is not an action item on this agenda.

Approval of Regular Meeting Minutes from 6-25-25

Motion by Tom, 2nd Wayne. Mike and Mark abstain.

Treasurer's Report – David Herrick

- Review of Financials/Budget
- Approval of Financials

Motion by Frank, 2nd Mark. Approved by all.

Stakeholder and Status Reports:

- Comments or questions not covered in Board Packet Report

Action Items

- Recommend sponsorship of the Roseville Venture Lab to continue operations at the downtown location in support of events and programs that benefit the downtown at a cost not to exceed \$10,000 – Wayne Wiley [Review of successes of the program. Motion by Jamie for \\$5k now and \\$5k in Jan '26. Mark 2nd. Approved by all.](#)
- Recommend upgrading Elevate's DRP Mail Chimp for the DRP to accommodate up to 2,500 contacts at a cost not to exceed \$540 annually - Kat Maudru [Motion by Mike, 2nd Frank. Approved by all.](#)

New Discussions

- Banners Update – Dave Piches
- 501c3 Update – Wayne Wiley
- Historical Signs Update – Wayne Wiley
- DRP welcome packet to new businesses – Lisa Peters
- Placer Valley Tourism Update – Kat Maudru
- Merchant of the Month – Kat Maudru
- Subcommittee Strategic Plan Quarterly Goals check-in – Kat Maudru

Motion to Adjourn [Motion by Tom, 2nd Mike. Approved by all 4:55pm](#)

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.