



Board of Directors Regular Meeting Minutes

Wednesday May 27, 2020

3:00 p.m.

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

Staff Present – Kat Maudru

Others Present – Holly Klein, Rob Kline, Kathy Barsotti

Call to Order/Introductions – Mark Vespoli 3:00

President's Comment – None

Roseville Police Department Update - None

Approval of Minutes from 4/22/20 Regular Meeting - (Wiley, Esparza Carries)

Public Comment – **Mark Vespoli** –None

Treasurer's Report – Mike Esparza

- Bank Balance at 4/1/20 - \$141,495
- Normal expenses paid
- Received assessment revenue in March in the amount of \$120,000
- Budget was discussed. Very little expenses allocated to improvements or contingency reserve. 50% has been allocated to marketing
- Bank Balance at 4/30/20 - \$247,616
- (Carlson, Piches Carries)

Action Items

- **Recommend installation of Dave Herrick as treasurer.** Vespoli discussed position. The board discussed Herrick taking on the role of treasurer. Herrick was unanimously approved as treasurer to replace Mike Esparza. (Esparza, Hazen Carries)

- **Recommend installation of Mike Esparza as new Secretary.** Vespoli discussed Mike Esparza had been nominated as the new Secretary to take over the position from Tom Carlson. The board unanimously approved Esparza as the Secretary. (Carlson, Piches Carries)
- **Recommend funding construction of temporary outdoor seating decks and railings in front of the restaurants on Vernon Street as well as matching market umbrellas or other coverings to block the sun, all at a cost not to exceed \$50,000.** Piches discussed the plan and that the plan has been put together quickly. There will be substantial seating and tables for outdoor use. The seating will be located in front of the restaurants and will take up the sidewalk and part of the street. It will increase occupancy. The seating will be temporary and the estimated cost of \$50,000 may be less. One of the concerns is that there may be liability issues. Installation time would take 30 days. A motion was made to explore further at a cost not to exceed \$50,000. (Esparza, Piches Carries)

New Discussions:

- **Dine in the Street Downtown** - Hazen – Discussed possible closing of Vernon St Thursday-Saturday based on recent events. Merchants would move tables and chairs onto the streets. Streets would be closed. More discussion is needed to work out the details.
- **Coronavirus updates within the district. How can we help?** – Outdoor seating is one thing that will help the restaurants. Property owners have been notified on the changes. A new portal has been set up on the website letting the public know of events and any changes downtown.
 - **Bylaw Revision Balloting** – Maudru. Discussed that the DRP is 5 or 6 ballots away from the 39 ballots needed to pass the bylaw revisions.

Status Reports

- **Admin/Projects - Maudru** – Power washing is scheduled for June. Dexter stated that the District has been slow but is picking up.
- **Governance, Capital Improvements, Budget** – Wiley mentioned that the light project cost has increased. Will be back next month to vote on the DRP voting on the increase in cost.
- **P/R Marketing, Technology/Events-** Peters mentioned that the logo for the fundraising event has been finalized. Fundraiser is still in limbo and may not happen. Merchant landing page has been created on website. Web traffic has doubled year over year. There has been an increase in social media posts.
- **Clean and Safe** – None

- **Arts and Entertainment** – First mural will be at The Place. There are three other murals that are scheduled.

Stakeholder Reports .

- **City of Roseville – Wiley** – Wayne Wiley mentioned that the post office redevelopment project permit has been extended due to Covid.
- **Roseville Parks – Barsotti** – Events are still canceled. 4th of July parade has been canceled. There will be a virtual parade.
- **Roseville Chamber – None**
- **Downtown Merchants – None**

Motion to Adjourn at 4:26 pm