



Board of Directors Regular Meeting Minutes

Wednesday, October 22, 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 @ 3:05 pm

Members Present: Dave Piches, Kat Maudru, Frank Van Sant, Tom Carlson, Dave Herrick, Wayne Wiley, Ed Mojica, Mike Esparza, MaryTess Mayall, Wayne Wiley

Members not Present: Jamie Hazen,

Others in attendance: Gina McCall, Pete Hill (Allied), Hector Lopez (allied), Matthew Richardson, Stephanie Hill, Geneve

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

Wayne highlighted the Food Founders event. Showcased many entrepreneurs.

Atlantic Venron Street construction project is developing- adding a median and crosswalk. Start in November and will last through Summer of 2026.

Dave Piches asked about expansion at city hall. Council chambers is being expanded.

Wayne – Big Boy train is coming back in April of 2026

Roseville Police Department/Allied Security Update

Allied – Tom Carlson asked if additional security for ice rink event. Allied will provide updated contact info. 916-680-0025.

President's Comments – Dave Piches

Dave Piches – Boys Scouts group coming in today at 4pm. We will present a check to them. Mike Esparza as Secretary needs to drop off of the board.

@4pm Tom introduced troop that did the alley cleanup and presented a \$2k check.

Approval of Regular Meeting Minutes from 9-24-25

Motion by Tom, 2nd by Lisa. MaryTess and Mike abstain.

Treasurer's Report – David Herrick

- Review of Financials/Budget
- Approval of Financials Motion by Frank 2nd by Lisa. Approved by all.

Stakeholder and Status Reports:

- Comments or questions not covered in Board Packet Report

Tom Carlson – Discussed a community Clean up day. Clean Green Day

Action Items

- Recommend contracting with Elevate for creation and distribution of annual report at a cost not to exceed \$4,800 – Kat Maudru Geneveve mentioned the plan to prepare another annual report. Motion by Mark, 2nd Dave Herrick. Approved by all.

New Discussions

- Ice rink update – Lisa Peters we may make money. Sponsors \$20k + \$10k = \$30k in total sponsors so far. Discussions about placement of rink and sponsor arch entrance.
Assignments –
 - Mike to work with Vern to get COI.
 - Sponsors – everyone
 - Marketing – Geneveve working on posts this Saturday
 - Flyers – Geneveve
 - Tom – working with Allied
 - Kat – Banners
 - Dave Herrick – Ticket Spice
 - The rest to deal with on committee level
- Parade Update – Stephanie Hill Parade – 20 entries, 10 vendors, ice rink sponsors are also getting credit during the parade. Marketing – communicating with Good Day Sacramento. Parade date is Dec 6th.
- Mural Update – MaryTess Mayall Mural completed on side of Trax. 2nd mural working with Randy Peters catering wall. Goldfields permit approved for a mural on the back of their building- start date in a couple of weeks. BlueLine had a donor for a mural commemorating their 60th anniversary façade mural. Arc of Placer building on Vernon street for a mural on their wall. Mikes Bikes interested a possible mural again (property owner Shelly Bogatich). Hoping to get a mural on big wall of the State Farm building.
- Property Tax Discussion – Dave Piches Dave said a property owner contacted him asking about PBID. Passing this to November meeting.
- Historic Property Designation Discussion – Dave Piches Tabled to next month
- October Merchant of the Month: Poop 911 - Kat Maudru pooper scooper business
- Subcommittee Strategic Plan Quarterly Goals check-in – Kat Maudru Kat mentioned alley clean, holiday parade, mural arts. Banners will switch out soon. Gathering committees for goals.

Motion to Adjourn

Motion by Dave 2nd by MaryTess. Approved – closed at 4:47pm

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.