

Stakeholders and Subcommittee Status Reports 11/19/25

Stakeholder Reports

Roseville Chamber of Commerce:

- No updates

City of Roseville –Economic Development Department:

- Atlantic/Vernon Street improvements – a contractor has been selected. Construction is anticipated to begin in the late fall 2025. Learn more at <https://www.roseville.ca.us/cms/One.aspx?portalId=7964922&pageId=18723902>
- Size Up - Use SizeUp, big data for small businesses. Get free access to business intelligence and market research so you can make smarter decisions for your organization through data. Use the tool to analyze competitive benchmarks, find customers, suppliers and competitors, and pinpoint the best locations to advertise. View [SizeUp](#) Coming in December, look for a free in-person SizeUp training. Contact gmccoll@roseville.ca.us for more information. Additionally, to sign up for live training every Wednesday visit [SizeUp.info/officehours](https://sizeup.info/officehours)
- Small Business Grant Opportunity: AMEX Shop Small Program Grant - To help small businesses grow, innovate, and support their local communities, Main Street America and American Express are teaming up to launch the Amex Shop Small Grant Program. The Program will provide an initial \$5 million to fund 250 grants of \$20,000 each to eligible small business owners across the U.S. In addition, for every transaction made at a qualifying U.S. small business using an eligible American Express card on Small Business Saturday, November 29, 2025, an additional \$1 will be donated to the Amex Shop Small Grants Program to fund additional grants. For more information, visit [Amex Shop Small Grants Program | Main Street America](#)
- View the Sacramento Business Journal article for additional small business grant opportunities for November: [FedEx, Intuit offering \\$10,000-plus small-business grants - The Business Journals](#)
- Small Business Development Center November Workshops and Events - 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 "Holiday Marketing on a Budget" and "AI Power Hour - 10 Week Series" to "Introduction to Quickbooks," providing valuable insights and resources to help drive your business's success
- [SCORE November Workshops & Events](#) - 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 "Get Clients on Instagram-How to Build a Community That Buys" and "Save Time with AI-How to Create Videos, Emails, Social Posts and More Faster," providing valuable skills and insights for startup success.

Parks and Recreation:

- December 3rd - Downtown Holiday Celebration: Tree Grove, 6-7:30pm; Location: Vernon Street Town Square/ S. Grant Street; Street Closures: 4-8:30pm, S. Grant between Oak and Vernon St.
- December 4th - Downtown Holiday Celebration: Tree Lighting, 6-8pm; Location: Vernon Street Town Square/ S. Grant Street/ Vernon Street; Street Closures: 2-10pm, S. Grant between Oak and Atlantic St, Vernon St between Judah & E. Washington
- December 5th - Downtown Holiday Celebration: North Pole Tavern, 6-8pm; Location: Vernon Street Town Square; Street Closures: None
- December 6th - Holiday Parade, 7a-2pm; Location: Vernon Street Town Square/ Parade Route; Street Closures: 6am-3pm, Vernon St between 6th & Folsom, Folsom Rd. between Vernon & Roseville Square, S. Grant between Oak and Atlantic, Pratt St between Vernon & Oak
- December 7th - Holiday Ice Rink Install; Location: Vernon Street Town Square; Street Closures: None
- December 7th - Bombshell Market 10a-6pm; Location: Vernon Street Town Square; Street Closures: 12-9pm, S. Grant between Oak and Vernon St
- December 14th - Santa Hustle, 8am-12pm; Location: Vernon Street Town Square/ Downtown Run Course; Street Closures: Downtown Run Course 5a-1p
 - Vernon St between 6th St & Folsom Rd.
 - Vernon St between Yosemite St & Vernon
 - Atlantic St. between Vernon & Maciel Ave.
 - 6th St. between Vernon & D St
 - 5th St. between Vernon & 6th St
 - E St. between Atlantic & Vernon
 - Taylor St. between Atlantic & Oak St
 - S. Grant St. between Taylor & Vernon
 - Atlantic St. between Lincoln & Folsom Rd
 - Linda Dr between Atlantic & Vernon
 - Old Washington Blvd between Atlantic & Oak St
 - Lincoln St. between Atlantic & Vernon
 - Jefferson St.

Downtown Roseville Merchants:

- Family Fun Night (Oct 30) was extremely successful again this year. The weather was great, and many ghosts, goblins, pirates and princesses enjoyed themselves collecting candies and trinkets from vendors and merchants along Vernon Street. The DRM will meet again in January to begin planning Downtown Tuesday Nights.

Status Reports

Admin/Projects:

- Power washing is scheduled for the nights of December 2nd & 3rd

- Contracted with Elevate to create Annual Report

PR/Marketing, Technology, Events:

- Ice Rink – update to be given at board meeting
- See social media marketing report in board packet

Clean and Safe:

- None

Governance, Capital Improvements, Arts & Entertainment:

Roseville Mural Project updates for November:

- Mural Location #1 - Randy Peters Catering: Blue Line Arts met with the Peters' to discuss design options from the artist. Another round of designs is in progress.
- Mural Location #2 - TRAX Taproom & Kitchen: completion was promoted on social media and will be reflected on the Blue Line Arts website and print materials.
- Mural Location #2 - Goldfields: Permit has been approved; Blue Line Arts is working on confirming paint days with artists and property owners. Projected to commence before December.
- Mural Location #3 - City of Roseville CMU behind Goldfields: Blue Line Arts has updated agreement items as requested and will forward it to the city for further review.
- Mural Location #4 - Blue Line Arts: during the Gallery Gala - Benefit Art Auction fundraiser on October 4th, Blue Line Arts raised \$5,000 to match DRP's mural commission commitment.
- Mural Location #6: 246 Vernon Street (faded mural between Westhouse and Lucas & Co salon originally painted by Juanishi Orosco) this property is currently owned by Kirk Doyle however he is in the process of selling this property. He has agreed to pass along Blue Line Arts contact information to the new buyer to see if they are interested.
- Mural Location #7: Arc of Placer County/Studio 700: Blue Line Arts met with Studio 700 staff to have preliminary discussions for a mural potentially on 531 Vernon St wall.