



**Board of Directors Regular Meeting  
PLEASE CALL IN TO**

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**(Please mute your phone when not speaking)**

Wednesday, June 24, 2020

3:00p.m. – 4:30p.m.

**Call to Order/Introductions** – Mark Vespoli, President at 3:01pm

**Members Present:** Mark Vespoli, Mike Esparza, Dave Piches, Tom Carlson, Wayne Wiley, David Herrick, Jamie Hazen, Dave Brown

**Not present:** Lisa Peters

**Others Present:** Holly, Mary Tess, Brooke, Rob, Wendy, Kasey, Officer Jeff, and Kat Maudru

**Public Comment** (*limited to 2 minutes each - for all items on or not on Agenda*)

**Roseville Police Department Update-** brought on first homeless outreach worker, Kasey Lix, phone number is pending. Masters in Counseling, worked in substance abuse and inpatient psych units. Concentration will be in Downtown Roseville in the coming weeks. A second worker will be hired soon.

**President's Comments** - Mark Vespoli -

**Approval of Regular Meeting Minutes from 5/27/20 Regular Meeting** - Mark Vespoli  
Approved by Jamie Hazen and Mike Esparza. Approved by all present

**Treasurer's Report** – David Herrick

- Review of Financials/Budget
  - Bank balance \$230,384.53 end of May
  - Budget updated
  - Dave Herrick and Tom Carlson have connected.
- Approval of Financials
  - First Mike Esparza, Second Dave Brown – Approved by all

**Action Items**

- Recommend that the DRP increase their contribution to the lighting project located across from the Town Square from \$2,000 to \$3,500 due to increased construction costs and minor project modifications – Wayne Wiley
  - Increase is in part to the city wanting the lights on 2 different circuits and it will look better as well as give more flexibility. It would be an additional \$1,500 to the DRP.
  - Motion by Mike Esparza to accept the additional costs. Second by Dave Brown – approved by all. Motion carried.
- Recommend contracting with Sierra Display to create “We are Roseville” banners for the District at a cost not to exceed \$6,055.55 – Wayne Wiley
  - Change out the 60 banners with “We are Roseville” banners.
  - Jamie Hazen mentioned an idea to disperse the banners with the existing banners.
  - Various discussions on marketing ideas. Wayne reached out to get feedback for more idea.
  - Dave Piches asked how many banners, and clarified that they would be displayed in our downtown. Too many colors may get “lost” whereas consistent colors carry a stronger theme. Holly agreed, repetition would be more noticeable.
  - Mike Esparza asked how quickly we can get this up. Wayne said middle of July.
  - Holly made recommendations on hashtags.
  - Motion by Mike Esparza to move forward with the Banners with the executive committee making the final decision on costs. Second by Dave Herrick. Approved by all.
- Recommend contracting with Seale Signs to create and install window clings for 238 Vernon Street at a cost not to exceed \$1,223 – Kat Maudru
  - Window clings at empty Ninja Sushi building.
  - Motion by Dave Piches, Second by Dave Brown.

Recommend contracting with Accurate Cleaning for two power washing treatments on Vernon Street for the remainder of 2020. We agreed to approve \$4250 for one application and look into adding extra side streets into the next application and get a revised quote. – Kat Maudru

- We have not had an application in 2020 yet.
- Can they also pressure wash the middle of street? No that would be street department.
- Motion by Jamie Hazen and second by Wayne Wiley. Approved by all

## **New Discussions**

- Black Lives Matter Demonstrations – Lisa Peters
  - Demonstrations have been mostly peaceful.
- Coronavirus issues within the District - how can we help? - sidewalk dining project update/social distancing event – Mark Vespoli
  - Issues with funding outdoor dining.

- Mark discussed a treasure hunt
  - Dave Piches asked if the streets could be opened once or twice a week for the restaurants.
  - Mike Esparza recommended that we steer away from this right now because of COVID.
- Bylaw revision balloting – Kat Maudru
  - 39 yes ballots. Annual meeting is now in December.
- Time parking restriction changes update – Wayne Wiley
  - 200 block will get 4 spaces at 15 minute parking and paint the curbs green. However, there is no enforcement.
- Bark area - Mark Vespoli
  - The area by the downtown bridge to utilize the area better. It will be handled by committee.
- More façade grants – Mark Vespoli
  - Discussion on whether the city is going to contribute, but we do not know how much. We will move forward.

### **Status Reports**

- Admin/Projects – Kat Maudru
  - Allied Security bought out the prior patrol company.
  - Moving forward with Power Washing.
- Clean and Safe – Dave Brown
  - Update on hiring of homeless resource officer.
- Governance, Capital Improvements, Budget – Dave Piches/Jamie Hazen
  - Already discussed earlier in the meeting.
- PR/Marketing, Technology, Events/Outreach – Lisa Peters/Jamie Hazen/Holly Klein
  - There is continued interest in Downtown. May was small business awareness month. Social Media platform is increasing. Most popular was the Placer county moved in to phase 2 as well as many other topics.
- Arts/Entertainment Sub-Committee – Mark Vespoli
  - Brooke on Roseville Mural Project – very close to signing an artist at the Johnson pool (DRP funds not going towards it). Working towards finalizing mural projects. We have 4 walls so far. COVID-19 has slowed down the program and events. Start date pushed to August 6<sup>th</sup> which will be the day artist start painting.
  - Marytess and Brooke have expressed some difficulties to get property owners to be involved, mostly due to COVID.

**Stakeholder Reports (Please keep reports brief - 3 minutes)**

- City of Roseville – Wayne Wiley
  - Everything covered already.
- Roseville Parks and Recreation - Kathy Barsotti
  - 4<sup>th</sup> of July virtual parade will be 9am on the city website. All other events have been cancelled through July.
- Roseville Chamber of Commerce - Wendy Gerig
  - Not present
- Downtown Roseville Merchants – Jamie Hazen
  - Not much to present due to not having meetings recently.

**Motion to Adjourn** – Motion to adjourn by Jamie Hazen and Mike Esparza

**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.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify the Downtown Roseville Partnership at 916-771-4475 at least 48 hours prior to the meeting.