

Stakeholders and Subcommittee Status Reports 1/28/26

Stakeholder Reports

Roseville Chamber of Commerce:

- No updates

City of Roseville –Economic Development Department:

- The [Union Pacific “Big Boy” locomotive](#) will return to Roseville this year, April 9-11. Public events will occur on April 10-11. Like the previous visit, expect large crowds in the Downtown. (This year the Big Boy is only stopping in two cities nationwide, Roseville being one of the cities!). Merchants are encouraged to remain open during the Big Boy visit. The City is in coordination with UP to plan for this event. Stay tuned for more information, including event times and traffic control plans

Downtown Roseville Merchants:

- At the DRM board meeting on January 13th, the board approved Jamie Hazen, owner of Jamie Hazen Consulting, to produce Downtown Tuesday Nights again this year, every Tuesday night in June & July.
The Downtown Roseville Merchants will hold their annual meeting via Zoom on Tuesday, March 3rd at 6:00 pm. All merchants in the DRM email database will be invited to the online meeting.

Status Reports

Admin/Projects:

- Working with Elevate on Annual Report

PR/Marketing, Technology, Events:

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

Clean and Safe:

- Clean and Safe had a committee meeting on January 14th to finalize the community cleanup day. Here is the tentative plan for the cleanup day:
 - When: Saturday March 14 between 8-4.
 - Theme: 1st Annual Green & Clean Day
 - Where: Clean up the district including parts of the creek and Royer Park. Cleaning will include trash pickup, blowing, possible power washing, and weeding.

- Marketing and Sign Ups: The cleanup will be limited to the first 200 people that sign up. Participants will sign up via a QR code on our website and through flyers. Each participant will receive a green tee-shirt that will have a design for the event. When people sign up they will also give their shirt size.
- Sponsorships: The DRP will try to get at least ten sponsors for the event. Sponsorships will be \$200 p/merchant. In return the merchant logo will be displayed on the tee shirt and participants will be allowed to receive a 20% discount on food and beverage items at the sponsors' establishment on the day of the event or the following day as long as they are wearing their green shirt.
- Estimated budget: \$2,500-\$3,000. Hopefully most of the cost will be paid by the sponsors.
- More details will be coming in the next few weeks.

Governance, Capital Improvements, Arts & Entertainment:

- No updates