



Board of Directors Regular Meeting Minutes

Wednesday, January 28, 2026

3pm - 5pm

Randy Peters Catering and Event Center

105 Vernon Street, Roseville, CA 95678

916-726-2339

Call to Order/Introductions – Tom Carlson, President @ 3:00 pm

Meeting Attendance:

	DRP Board		Guests
x	Tom Carlson - President		Stephanie Hill
x	Lisa Peters – Vice President	x	Gina McColl, City of Roseville
x	Dave Herrick – Treasurer	x	Nico Rodriguez
	Ed Mojica – Secretary	x	Geneveve Topoll
x	Kat Maudru - Operations		Mary Towne
	Jamie Hazen - Member	x	Doug Wageman
x	Dave Piches - Member	x	Shawn Shearer
	MaryTess Mayall - Member	x	Matthew Richardson
x	Frank Van Sant - Member	x	Pete Crouse
x	Mark Vespoli - Member	x	Summer Lopes
x	Wayne Wiley - Member	x	Suzette Loggins

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

- Issues raised about visibility and safety at intersections near Salvation Army and Republican Alley due to parked cars.
- Concerns about bus parking and pedestrian safety at 100 / 200 block.
- City’s Public Works Engineering is monitoring traffic and considering improvements.
- Ongoing property damage and after-hours incidents in Oak Street parking areas discussed; suggestions for increased security and physical barriers were made.

Roseville Police Department/Allied Security Update

- Police representatives were not present; security/partners noted typical issues: camping, trespassing, and a perception that incidents may be decreasing.

- Property owner concerns (Oak Street parking structure area): items thrown from garage/rooftops causing roof damage, including prior incidents and an ongoing court matter/expected restitution.
- Challenges related to grant/public-access constraints on parking structures limiting physical deterrents.
- Continued late-night patrol focus in garages.
- Recognition of Jackie from Trax efforts to help reduce litter/cup issues.
 - Started a **plogging group** (jog/run/walk + pick up trash).
 - Since mid-November: collected **300+ pounds of trash** and **200+ cups** associated with “Root of Happiness.”
 - Schedule:
 - **Sundays @ 3pm** — walk (Atlantic/Vernon loop)
 - **Fridays @ 9am** — Miner Ravine Trail jog
 - DRP encouraged promoting via newsletter.
 - Coordination requested for DRP’s **March cleanup event**.

Speaker: Suzette Loggins (Premier Reality)

- Proposal summary:
 - Host a business-focused “open house” (tentatively at Roseville Venture Lab) to market downtown vacancies/spaces to prospective tenants and expanding businesses (Sacramento/Elk Grove region, etc.).
 - Goals: reduce commercial vacancies, package opportunities, show visible progress, recruit new businesses/jobs, and strengthen long-term downtown resilience.
 - Event to include incentives, food/engagement, and space/owner input (wants/needs, lease types, etc.).
- Board/city discussion highlights:
 - Need a DRP subcommittee / liaison to:
 - Identify vacant spaces and relevant property owners.
 - Serve as point-of-contact between DRP and Suzette/Summer.
 - Provide periodic updates to the full board.
 - Desire to clarify downtown vision and preferred target uses (e.g., food as a catalyst; focus on southern end of Vernon).
 - Suggestion: coordinate with Chamber of Commerce (demographics/psychographics, business data); new Executive Director Ananda Rochita expected to join next month.
 - Metrics of success: example target = 1–2 spaces filled from the effort.
- Next steps (consensus, no formal vote recorded):
 - Move forward with planning.
 - Form a DRP subcommittee; Kat to liaison; Tom and Wayne indicated participation.

President’s Comments – Tom Carlson

- Tom emphasized aligning decisions with DRP Strategic Plan mission: cultivate a thriving downtown that attracts businesses and visitors.
- Proposed 2026 Goals:
 1. Help secure at least three new merchants to fill vacancies (collaboration with brokers, property owners; identify desired uses).

2. Consider tenant incentives: potentially \$5,000 per tenant for TIs/rent subsidy.
 3. Consider incentives/rewards to engage property owners.
 4. Significant capital improvement project: “Light up the district” (market lights) + sound system (speakers) along key blocks of Vernon.
 5. Establish a 501(c)(3) to unlock more grants, donations, and fundraising capacity.
- City indicated potential support/matching funds for merchant incentive programs.

Approval of Regular Meeting Minutes of 12/17/25 - Tom Carlson

- Motion – David Piches
- Second – Mark Vespoli
- Vote: Approved

Treasurer’s Report – David Herrick

- Key financial notes:
 - December activity largely driven by ice rink:
 - ~\$25,000 in expenses, ~\$36,000 proceeds
 - ~\$4,000 in parade receipts
 - January activity (ice rink-driven):
 - ~\$5,800 expenses, ~\$8,000 proceeds
 - \$2,000 city donation re: parade (requires response letter + use-of-funds info)
 - Cash balance (month end): \$217,741
 - ~\$167,000 checking
 - ~\$50,000+ savings
- Discussion:
 - “Committed” vs. actual spending needs review/scrub by budget owners in advance of 2026 budgeting; potential deficits may impact reserves.
- Motion: Approve Treasurer’s Report
 - Moved: Frank Van Sant
 - Seconded: Wayne Wiley
 - Vote: Approved

Stakeholder and Status Reports:

- Comments or questions not covered in Board Packet Report
 - **Union Pacific “Big Boy” event (Gina McColl):**
 - Dates: **April 10–11, 2026 (Friday/Saturday)**
 - Only **two national stops**, one is Roseville.
 - City developing updated **traffic control / parking plan**, circulation improvements, and potential street closures/event enhancements.
 - Request: DRP to help communicate to merchants (stay open, specials), and consider support funding for programming.
 - **Marketing ideas:**
 - Table/booth presence recommended (info, restrooms, promotions).
 - Genevieve suggested **QR code** linking to DRP page listing coupons/promotions + newsletter signup.
 - Discussion of shuttle/remote parking concepts (raceway/grounds/church lots), subject to availability and early coordination.

Action Items

Action Item - Sponsor Downtown Tuesday Nights 2026 (Not to exceed \$25,000)

- Presenter: Jamie (Downtown Tuesday Nights / Downtown Roseville Merchants)
- Event details:
 - Runs Tuesdays in June & July
 - Dates stated: June 2 – July 28, 2026 (9 weeks)
 - Vendor pricing model reviewed; event financially positive overall; merchants benefit when open.
- Request: DRP sponsorship not to exceed \$25,000

Motion: Approve sponsorship

Moved: Dave Herrick

Seconded: Dave Piches

Vote: Approved

Action Item - DRP Green and Clean Community Cleanup Day

Date/Time: March 14, 2026, 8:00am–4:00pm (discussion suggested shorter shifts/time slots)

Theme: St. Patrick's Day / "Green" theme

Participant cap: ~200 (shirt-based limit)

Meeting location: Vacant lot next to Tower Theater (staging/"command center")

Cleanup areas: Entire district + creek (bridge-to-bridge) + Royer Park (outside district)

Funding / Sponsorship:

- Seeking 10 sponsors @ \$200 each (already ~4 secured at time of meeting).
- Sponsor logos printed on shirts.
- Genevieve marketing support quoted at \$400 (within event budget).

Incentives:

- Proposed 20% discount at participating restaurants/merchants for participants wearing event shirt (day-of or following day).
- Raffle prizes / gift certificates at event close.

Operations:

- Zones to be assigned; DRP leads per zone; supplies include gloves, bags, sanitation, grabbers, water, potential blowers/power washing.

Key note: Ed Mojica to coordinate shirt design + logo integration.

Motion: Approve event funding not to exceed \$3,000

Moved: Lisa Peters

Seconded: Jamie Hazen

Vote: Approved

New Discussions

Banner Update (Dave Piches)

- Banner mix-up: Summer banners installed around Jan 1 instead of intended seasonal set.
- Cost per change-out: \$3,465 (approx. 74 banners).
- Plan:
 - Keep current banners until June 15
 - Next set up June 15 → ~Nov 15
 - Holiday banners ~Nov 15
- Anticipated future costs:
- June change-out: \$3,465

- Fall + Holiday change-outs later: approx. \$6,900 combined

Ice Rink Recap (Lisa Peters)

Financial result:

- Expenses: \$64,064
- Net profit: ~\$19,000–\$20,000 (tax rate correction pending: Sacramento vs Placer)

Key learnings / improvements discussed:

- Sponsorship process: be more aggressive; streamline admin; enable online sponsor payments.
- Marketing: call it synthetic rink clearly; use accurate photos from event.
- Customer service: formal complaint process; faster ticketing support (TicketSpice delays noted).
- Operations: better cleaning/maintenance; staff communication; skate sharpening expectations for synthetic surface.
- Experience: improve visual “winter” theming to reduce “plastic” feel; consider more activities/booths.
- Consider shortening duration (e.g., 2 weeks), revisiting ticket price, and expanding size/format (even trail concept).
- Survey to sponsors + coordinate with Parks & Rec; target survey timing: no later than 2nd week of February.

Impact metrics (Gina):

- 5,000+ additional visitors to Town Square; longer dwell time (over an hour); broader trade area reach; more evening activity.

DRP Operating Plan / Subcommittee Updates

- Kat requested subcommittees review goals and provide revisions within one week.
- Notes:
 - Admin Goals
 - Annual Report
 - 501c3
 - New relationships – at the Grounds
 - Ice Rink
 - Clean and Safe goals
 - Green and Clean cleanup day
 - Shuttle service
 - Alley cleanup
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 - Marketing and Events Goals
 - “Lights” moved/treated as capital improvement item.
 - Add/confirm: Big Boy (Q2) and Sip & Shop under marketing/events.
 - Vacancy strategy should be tracked all four quarters (not only around the open house).
 - Arts / Entertainment
 - Mural program
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- Merchant of the Month Highlight: Wellness Within
 - Located on Oak Street; 16 years in place.

- Provides free cancer therapy services (no charge).
- Concern: tree roots in/near sidewalk/landscape strip posing trip risk.
- Action: Gina offered to be point of contact for city/right-of-way coordination.

Motion to Adjourn

Motion: Motion to Adjourn

Moved: Lisa Peters

Seconded: Dave Herrick

Vote: Approved

BROWN ACT: 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 Carole Dittmer at (916) 783-0760 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 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.