

Stakeholders and Subcommittee Status Reports 2/25/26

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 viewing will occur on April 10-11 at Atlantic Street/Vernon Street. Like the previous visit, expect large crowds in the Downtown. Merchants are encouraged to remain open during the Big Boy visit. Stay tuned for more information, including event times and traffic control plans.
- Construction continues for the [Atlantic/Vernon Street Improvement Project](#) through spring 2026. Check out the website for more detailed project information.
- [AI for Business: Practical Tools for Small Businesses](#), Wednesday, March 4, 6 – 8 p.m. Discover how your small business can put practical AI tools to work at Roseville Venture Lab’s free monthly AI for Business workshop series. Visit roseville.ca.us/VentureLab to learn more and view upcoming events, including drop-in coworking hours.

Downtown Roseville Merchants:

- The Downtown Roseville Merchants would like to thank the Downtown Roseville Partnership and the Roseville Auto Mall for their early support as top sponsors for the 2026 Season of Downtown Tuesday Nights.
- Please join the DRM as we will hold our annual meeting via Zoom on Tuesday, March 3rd at 6:00 pm. All merchants in our email database will be invited to the online meeting. You will meet our new board members. connect with the returning members and hear updates about Downtown Tuesday Nights. If you are not receiving notifications from the DRM, please email downtownrosevillemerchants@gmail.com to be added to the distribution list.

Parks and Recreation:

- March 1st - Worldsworst: Vintage Market 10:00am- 6:00pm; Location: Vernon Street Town Square/ S. Grant Street/ Vernon St; Street Closures: S. Grant between Oak and Vernon; Vernon St between Taylor & Washington; 6am-9pm
- March 12th Food Truck Mania: 10am-4pm; Location: Vernon Street Town Square/ S. Grant Street; Street Closures: S. Grant between Oak and Vernon; 3-10pm

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:

- The Green & Clean Community Clean Up Day planning is going well. The marketing for the event has been completed. There is a flyer that has been created that is currently being distributed to property owners and merchants in the district. The website advertises the event, and volunteers are being directed to sign up for the event. The DRP has received sponsorships from six merchants totaling \$4,000 which should cover most if not all the costs for the event. In addition, the DRP has received raffle prizes from six different merchants for the raffle that will take place at the end of the event. The board needs to get the word out and get people to sign up.

Governance, Capital Improvements, Arts & Entertainment:

- No updates