



Approved Meeting Minutes

Board Meeting

November 12, 2015

Present: Chairman Howard Rudd, Secretary/Treasurer John Norman, Directors Nick Alexander, Ed Benoit and Jim Gray

Corporate Counsel: Greg Thatch, Law Offices of Gregory D. Thatch

Corporate Staff: CEO Chris Robles and Board Secretary Lonnye Heple

II. Action Items

a. Approval of September 10, 2015 Board Meeting Minutes

Director Alexander made a motion to approve the minutes for the September 10, 2015 Board Meeting. Director Benoit seconded the motion.

Votes: Motion Carried 4-0

Yes: Chairman Rudd, Directors Alexander, Benoit and Gray

Note: Secretary/Treasurer Norman did not arrive until after the vote

b. Approval of October 1, 2015 Special Board Meeting Minutes

Director Gray made a motion to approve the minutes for the October 1, 2015 Special Board Meeting. Director Benoit seconded the motion.

Votes: Motion Carried 3-0

Yes: Chairman Rudd, Directors Benoit and Gray.

Abstention: Director Alexander

Note: Secretary/Treasurer Norman did not arrive until after the vote

Secretary/Treasurer Norman arrived at 8:06 a.m.

c. Approve Sponsorship for Downtown Roseville Partnership (PBID)

Director Alexander made a motion to approve staff's recommendation to approve a \$2,000 sponsorship from the RCDC and a \$2,000 sponsorship from Advantage Roseville for the preparation and installation of window clings. Director Benoit seconded the motion.

Votes: Motion Carried 5-0

Yes: Chairman Rudd, Secretary/Treasurer Norman, Directors Alexander, Benoit and Gray

III. Presentation

a. Downtown Partnership (PBID) Update – Liz Krohn

Liz Krohn, Marketing Consultant for the Downtown Roseville Partnership (PBID), provided a status update on the PBID:

- Window clings are in place at 238 Vernon Street. More clings will be installed at other vacant storefronts on Vernon Street late November or early December.

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- A logo has been designed
- A tag line has been created “**Connecting with AuthentiCity**”
- A website is being created which will include a broker’s page and a consolidated location for event announcements.

No Action Required

a. Property Updates

Bill Aiken provided an update on RCDC owned properties:

- 238 Vernon Street – The lease with Ninja Sushi has been executed and they took possession on November 1, 2015. An inventory is being done of the items that will not be used in the current operation. Window clings have been placed in the windows while the tenant improvements are completed.
- 240 Vernon Street – Monk’s Cellar celebrated their one year anniversary at the site on October 12th. Staff continues to work with a roofer to identify and address a recurring leak at the front façade of the structure.
- 244 Vernon Street – A lease was executed with Health Education Council effective November 1, 2015. A variety of tenant improvements were completed to accommodate the new tenant totaling \$6,705.00.

No Action Required

b. Advantage Roseville

CEO Chris Robles provided a brief status update on Advantage Roseville:

- Currently scheduling meetings with businesses requesting a one year sponsorship for Advantage Roseville.
- Staff continues to work closely with Greater Sacramento Area Economic Council.

No Action Required

c. Financial Update

Management Assistant Lonnye Heple provided a brief financial update:

- A meeting with the Audit Committee has been scheduled to review the draft audit. We don’t expect there to be any findings. It is anticipated that the audit will be brought before the Board at the December 10, 2015 meeting for their approval.
- The City of Roseville has hired a Certified Public Account which will be able to assist the RCDC on an as needed basis.

No Action Required

IV. Non-Agenda Public Comments

Chairman Rudd opened the floor for public comment.

None Received

V. Board and Staff Comments

CEO Chris Robles

- A workshop will be held in January 2016 with the Roseville City Council and the RCDC Board. Some of the items that may be discussed are:
 - ✓ Direction on minor changes to the bi-laws
 - ✓ RCDC's mission
 - ✓ Staffing
 - ✓ Management of city properties
 - ✓ Active participation in downtown development
 - ✓ Housing in the downtown
 - ✓ Financial Partnerships
- Top Golf had their first inspection
- FBI to occupy their building fall of 2016
- Roseville identified as the 32nd top city in the nation to live

VI. Adjournment – 9:15 a.m.