



**Board of Directors**

Howard Rudd, Chair  
John Norman, Secretary/Treasurer  
Nick Alexander  
Ed Benoit  
Jim Gray

**AGENDA**

Board Meeting

November 12, 2015 @ 8:00 a.m.  
Blue Line Gallery  
405 Vernon Street  
Roseville, CA

- I. **Roll Call**
- II. **Action Items**
  - a. Approval of September 10, 2015 Board Meeting Minutes
  - b. Approval of October 1, 2015 Special Board Meeting Minutes
  - c. Approve PBID Sponsorship
- III. **Presentations**
  - a. Downtown Partnership Update – Kat Maudru
- IV. **Discussion Items**
  - a. Property Updates – Bill Aiken
  - b. Advantage Roseville – Laura Matteoli
  - c. Financial Update – Melissa Hagan
- V. **Non-Agenda Public Comment**
- VI. **Board and Staff Comments**
- VII. **Adjournment**



# Draft Meeting Minutes

## Board Meeting

### September 10, 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 June 11, 2015 Board Meeting Minutes

Secretary/Treasurer Norman made a motion to approve the minutes of the June 10, 2015 Board Meeting. Director Alexander seconded the motion.

Votes: Motion Carried 4-0

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

Note: Director Gray did not arrive until after the vote

### b. Approval Template for Service Agreements

Director Alexander made a motion to accept staff's recommendation and approve the template for service agreements. Director Benoit seconded the motion.

Votes: Motion Carried 4-0

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

Note: Director Gray did not arrive until after the vote

Director Gray arrived at 8:10 a.m.

## III. Discussion Items

### a. Property Updates

Bill Aiken provided an update on RCDC owned properties. The CEO is in active negotiations for a tenant at 244 Vernon Street. It is anticipated a special closed session will be held in the next few weeks for the Board to approve the lease agreement.

No Action Required

### b. Advantage Roseville

Economic Development Manager, Laura Matteoli provided an update on Advantage Roseville. The Advantage Roseville Annual report was distributed to the Board along with the marketing piece for the recruitment campaign. Staff is currently working on 15 solid leads for new businesses and nurturing 51 leads. Staff is also working with GSAC on 6 leads as well as 7 current Roseville businesses looking to expand and stay in Roseville.

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On September 30, 2015 @ 11:30 a.m. we are hosting an appreciation lunch for the Founding Members of Advantage Roseville at Fat's Asian Bistro.

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 provided the Board an update on the 316 Vernon Street office building project. City Council approved the construction contract at the September 2<sup>nd</sup> meeting. Construction will begin the end of September and be completed the spring of 2017.

A workshop was held for the parking garage on September 2<sup>nd</sup> prior to the City Council meeting. City Council provided direction to City staff on the size and design. The garage will be 7 stories (75 feet tall) and have 468 parking spaces. The project budget was increased by \$2 million to \$10 million due to the height and design. Construction will be completed the spring of 2017.

**VI. Adjournment – 9:15 a.m.**



# Draft Meeting Minutes Special Board Meeting October 1, 2015

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

Absent: Director Nick Alexander

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

Corporate Staff: CEO Chris Robles and Board Secretary Lonnye Heple

## **II. Closed Session Pursuant to Section 54956.8 (Real Property)**

### **A. Conference with Real Property Negotiator**

- a. Property – 238 Vernon Street, Roseville
- b. Agency Negotiator – Chris Robles, CEO
- c. Negotiating Party – Steve Kwon
- d. Under Negotiation – Lease, Price, and Terms of Payment

No Action Taken

### **B. Conference with Real Property Negotiator**

- a. Property – 244 Vernon Street, Roseville
- b. Agency Negotiator – Chris Robles, CEO
- c. Negotiating Party – Debra Oto-Kent
- d. Under Negotiation – Lease, Price, and Terms of Payment

No Action Taken

## **III. Non-Agenda Public Comment**

Chairman Rudd opened the floor for public comment.

None Received

## **IV. Board and Staff Comments**

None

## **V. Adjournment – 5:35 p.m.**



## RCDC Board Meeting – November 12, 2015 Staff Report

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Contact: Chris Robles, CEO  
[crobles@roseville.ca.us](mailto:crobles@roseville.ca.us)  
(916) 774-5421

### Item II-C (Action): Window Covering Sponsorship - Request for Review and Approval

#### **RECOMMENDATION**

The RCDC Staff recommends that the Board approve a \$2,000 sponsorship from the RCDC and a \$2,000 sponsorship from Advantage Roseville to the Downtown Roseville Partnership (PBID) for the preparation and installation of window clings.

#### **DISCUSSION**

The vacant store fronts on Vernon Street have prompted much discussion regarding the desire to install window coverings to create an attractive street front. The discussion has focused on creating uniform window coverings that promote the activities or lifestyle of the downtown. The RCDC had previously looked in to the preparation of window coverings for RCDC buildings; however, the requests for proposals did not materialize in to formal responses.

The Downtown Roseville Partnership has taken up this cause and was responsible for the creation of the coverings installed at 238 Vernon Street. The coverings will be in place during the construction of the tenant improvements for Ninja Sushi and Teriyaki. The cost of the coverings and installation was approximately \$1,800.00. The window clings can be rolled and stored for reuse. Rather than reimburse the Downtown Roseville Partnership for this work product, staff is recommending that it be provided as a sponsorship. The sponsorship will have greater benefits to the Downtown Roseville Partnership in meeting their obligations as a PBID.

The Downtown Roseville Partnership is also asking for a sponsorship from Advantage Roseville in the amount of \$2000.00, for the creation and installation of window coverings on other vacant storefronts in the Downtown. With the Downtown Roseville Partnership administering the window cling program it will provide a consistent and professional look to the vacant storefronts.

The window coverings have both the RCDC and Advantage Roseville logos on them promoting this brand effort. The sponsorship to the Downtown Roseville Partnership will not only cover the cost of the window coverings installed on 238 Vernon, but will cover the costs of any future window coverings that the RCDC may require for its properties. Staff believes that this sponsorship will enable a uniformity and continuity to the street scape that is needed and therefore recommends support of the sponsorship request.



## RCDC Board Meeting – November 12, 2015 Staff Report

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Contact: Chris Robles, CEO  
[crobles@roseville.ca.us](mailto:crobles@roseville.ca.us)  
(916) 774-5421

### Item IV-A (Update): RCDC owned properties on Vernon Street.

#### **RECOMMENDATION:**

Staff recommends that the Board receive and accept a report on ongoing activities related to maintaining and/or upgrading RCDC owned properties.

#### **BACKGROUND**

The RCDC owned properties that extend from 238-246 Vernon Street are located in the middle of the Downtown's retail core. Each, therefore, presents the corporation a prime opportunity to influence the overall area's revitalization and economic development efforts. The standards established at each of these locations should further encourage private investment in Roseville's downtown.

#### **DISCUSSION**

238 Vernon Street – Lease with Steve Kwon and Ninja Sushi & Teriyaki, Inc. began on November 1st. RCDC funded the installation of window clings across the entire frontage of the building. These clings promote the downtown and shield the ongoing tenant improvement activities from the public. They also establish a standard for vacant storefront windows that can be promoted by the Downtown Roseville Partnership throughout the area. Additionally, Ecolab completed the removal of an unneeded dish machine from the site on November 4th.

240 Vernon Street – The tenant celebrated a one year anniversary at the site on October 12<sup>th</sup>. Staff continues to work with a roofer to identify and address a recurring leak at the front façade of structure.

244 Vernon Street – New tenant issued keys to the facility on November 5<sup>th</sup>. Prior to this date, ICON Construction was hired to complete a variety of tenant improvements including toilet, sink, flooring, and grab bar installations in restroom, addition of outlets in ceiling for overhead lighting, and a variety of small repairs. Total cost of this agreement was \$6,705.00.