

Maidu Neighborhood Association  
Monthly Meeting Minutes  
July 2024

(Revised #1)

- Revision #1: Revision #1 includes corrections to the RCONA report concerning the offer of advertising funds to participating Neighborhood Associations.
- Date of Meeting: July 23, 2024
- Time of Meeting: Maidu Neighborhood Association (MNA) meeting called to order by President Mary Steele at 6:37 p.m. at the Steele residence. The Sargeant Elementary School multipurpose building was unavailable due to summer break. The meeting was originally scheduled for an outdoor area at Maidu Park but was moved at the last minute to the Steele's home due to hot weather conditions.
- Attendance: Officer/Board Members and neighbor(s) present (who signed the sign-in sheet):
- Board Members: Mary Steele, Shirley Brown, Jim Kidd, Scott Reid, Lance Hibben, Susie Williams, Moody Boulos, Mary Hoff, Melinda Shrader, Vicki Miller and neighbor Judy Coburn.
- Roseville  
Police report: Police Officer Gregg Cole provided the monthly report. Officer Cole indicated no "out of ordinary" crimes have happened but retail and vehicle crimes continue to occur within the city.
- Officer Cole described the department's "Operation Heat Wave" conducted in June 2024. The operation assigned more police staff to retail areas to focus on organized retail crime groups (most which come from the Bay Area). The strategy involved many more plain clothes officers, unmarked police vehicles, and coordinating closely with retail businesses.
- Officer Cole also provided some Roseville crime statistics for January-May 2024. These figures showed decreases in

aggravated assault (down 38%) and burglaries (down 35%) but increases in thefts (up 9%), motor vehicle thefts (up 12%), and arson (from 2 to 12) compared to the same timeframe from the previous year.

Roseville Fire  
Dept. Report:

No Report this month.

Guest Speaker(s): No guest speakers this month.

Visitor Forum: No new topics were presented.

Minutes from  
prior meeting:

Meeting minutes for the June MNA meeting were approved.

Treasurer's  
Report:

Shirley Brown reported the current account balance at \$3,773.66. This amount was the amount after the Movie-In-The-Park (MITP) expenses. The cost of an \$89 ice chest was redirected from the MITP budget to be recorded as a general expense since it can be used for future events. This change also allowed the purchase of more prize coupons to be given out to MITP participants to redeem with food truck vendors at MITP without increasing the budget for this event.

RCONA report:

Jim Kidd reported the following Roseville Coalition Of Neighborhood Associations (RCONA) report:

- RCONA is requesting neighborhood associations to use more compatible website platforms with their website.
- RCONA presented neighborhood associations (NAs) new policy and funding opportunities associated with business advertising. RCONA is offering NAs a portion of funds they receive from paid sponsors. The funding opportunities are not mandatory and can be shared with NAs depending on the level of participation. RCONA is offering to distribute funds to

NAs based on the following criteria:

**Distribution of Funds**

Up to approximately 60% of remaining funds will be distributed directly to NAs (up to 3% to each NA). Funds from entities on the Sponsors List will be distributed on a semi-annual basis as follows:

- 1% for NAs that put RCONA's name, logo and QR code or website link on their website, on their social media platform, and in their newsletters (either hard or electronic copy).
- 1% for NAs that display advertisers and logos from RCONA's Sponsors List on their website.
- 1% for NAs that display advertisers and logos from RCONA's Sponsors List in their newsletters (either hard or electronic copy) at least on a quarterly basis or at least four times each year.

Board member Melinda Shrader's business currently covers the costs associated with the MNA monthly newsletter. She expressed concerns about competitors (outside the Maidu neighborhood) being given advertising opportunities within the MNA newsletter without having control regarding sponsors. After considerable debate, the MNA Board voted to approve option 1 above.

- RCONA is encouraging NAs to provide volunteers to help with administering the upcoming November 5, 2024 elections. NAs that provide volunteers who are willing to go through the training process and work during the election period will receive funding of \$100 from RCONA. Training will be conducted at the Martha Riley vote center.

Old Business:

The Movie-In-The-Park (MITP) event is scheduled this Saturday, July 27<sup>th</sup> at Maidu Park starting at 9:00 pm. Jim Kidd provided a detailed update of all assigned tasks and schedules. The MITP committee will arrive at 6:30 pm to setup. City Parks and Rec staff will be there to set up and

shut down after the movie. The weather forecast is favorable.

New Business: A plan update for the annual National Night Out (NNO) event at Maidu Park was provided by Mary Hoff. The event is planned for Tuesday, August 6<sup>th</sup> 7:00 pm to 8:30 pm. Food (desert) planning and task assignments were discussed. A vote was approved to adjust the event budget to \$200.

Lance Hibben presented a news item originating from Placer County indicating a plan to build 96 high density affordable homes on Old Auburn Blvd (one-quarter mile east of the Maidu neighborhood boundary). The Board agreed to request Placer County District 4 Supervisor Suzanne Jones to attend a future monthly meeting to address resident concerns. Afterwards, the MNA can decide how to work with the City of Roseville regarding concerns over increased traffic congestion at the intersection Old Auburn and Ridgecrest Way.

Meeting Adjourned: 8:31 p.m.

Secretary: Lance Hibben