



**SUNRISE MARKETPLACE  
BOARD MEETING AGENDA**  
*Thursday June 27, 2019— NOON*  
**Sunrise MarketPlace Office**  
**Citrus Heights, CA 95610**

**Present:** Travis Kimball (Chair), Susie Rodgers (Secretary), Tiffany Clement (MARCOM Chair), Andrew Gianulias, Ted Mitchell, Stephen Patterson, Don Tollefson (Treasurer), Wayne Wasulko

**Absent:** Jason Bollinger, Christy DeCelle, Jeff P. Smith

**City:** Mayor Jennie Bruins, Rhonda Sherman

**Guests:** Sgt. James Evans (CHPD), Kelly Rankin and Nathan Hyde (Civitas), Sarah Biedel (US Bank), Keith Sippola

**Staff:** Kathilynn Carpenter, Julie DePrada, Megan Stovall

**CALL MEETING TO ORDER..... Travis Kimball**

*Prior to meeting, Sarah Biedel with US Bank, obtained new signatures for SMP bank account.*

The meeting was called to order at 12:08 pm by Travis Kimball.

**PUBLIC COMMENTS.....Travis Kimball**

Introduction of Kelly Rankin and Nate Hyde from Civitas.

**ADMINISTRATIVE .....Travis Kimball**

- ***ACTION/APPROVE: Approval of May 9, 2019 board meeting minutes with correction (add “be” after third word in third bullet point. A motion was M/S/C (S. Rodgers/Andy Gianulias) to approve the May 9, 2019 meeting minutes as amended.***

**BOARD MEMBER APPOINTMENTS.....Travis Kimball**

- ***ACTION/APPROVE:***
  - ***Remove Mike Nishimura as Board Member, Vice Chair and signer on U.S. Bank Account***  
***A motion was M/S/C (Tiffany Clement/ Don Tollefson) to approve the removal of Mike Nishimura as a board member and signer, due to closure of his place of employment, Elephant Bar.***

Susie Rodgers agreed to add her name to be approved as Vice Chair at the August board meeting. Please let Kathilynn or Travis know if you are interested in becoming the Secretary.

**CHPD REPORT.....Sergeant James Evans**

The rental housing inspection unit will be up and running soon. The program benefits property owners, renters and all residents by preserving neighborhood quality of life and property values. Owners of rental property are required to submit a Rental Housing Program Registration Form for each rental property owned. Properties that have are less than 5 years old or are inspected by other agencies are exempt. Registration forms are available on the program web page. Citrus Heights has large inventory of older units. More information on the program can be found at:

<http://www.citrusheights.net/978/Rental-Housing-Inspection-Program>

CHPD is in the process of hiring another animal control officer for a total of three officers. Officer James Garing will be moving on from the POP team and will be replaced by a new officer, Ken Spenser. Officer Felecia Taylor will be out on leave until December. A large contingent of residents is concerned about the potential homeless issues with the Electric Greenway project. Approval to move forward with the project is on the council agenda tonight. Some residents are opposed to the trail as they believe it may have a detrimental impact on the property (parts of the trail run adjacent to homes. Most of the concern is in the neighborhood adjacent to the Stock Ranch green space where there is already an existing problem with homeless and drug abuse. Kathilynn will speak in support of the trail tonight; but will be speaking on behalf of Citrus Heights HART and will address HART’s programs to mitigate homelessness. The Electric Greenway Project is a trail for walking and biking, and it follows the SMUD easement. The trail actually ends at Sunrise MarketPlace at the Arcade Park. immediately. Sad to say – one person we saved twice. Maybe we can get our medical industry to stop producing addicts. Information on the Electric Greenway can be found at

<http://www.citrusheights.net/940/Electric-Greenway>

Don Tollefson reported his positive with the CHPD. He was involved in a hit and run, and the response time was excellent. He was very impressed with the department.

**CITY OF CITRUS HEIGHTS .....Rhonda Sherman**

City Council will approve new voting districts at tonight’s meeting. The new districts will go into effect Nov. 2020. City Council selected the map at their last meeting with overall consent for map number 102. More information on the transition to district based elections can be found at:

<http://www.citrusheights.net/992/Transitioning-to-District-Based-Election>

The Dignity Health medical office building will be opening in September. For more information visit: <http://www.citrusheights.net/885/Future-Medical-Office-Building>

Tuesday Morning is moving from Sunrise Village to the Sam’s Center near City Hall. The City has started a series of Facebook live Q & Q sessions to address resident’s questions. The City has received 55 questions.

The City’s purchase of the former Sylvan Schools site (11 acres) is in escrow and will close in August. The City will create a vision and partner with a developer to develop the site.

The City will be working with the five owners of Sunrise to develop a Specific Plan. This will include creating a vision for the nearly 100-acre site, completing an Environmental Impact Report and delivering a shovel-ready site for the owners or partner developers. Council will approve a General Plan amendment at the July 11 meeting. For more information:

<http://www.citrusheights.net/CivicAlerts.aspx?AID=494>

Rhonda reported that after more than 20 years working for the City she is retiring on August 30<sup>th</sup>. The Board thanks Rhonda for her service and wished her the best of the luck. There will be a retirement celebration for Rhonda at the Community Center on August 30.

**FINANCIAL REPORT ..... Kathilynn Carpenter**

Kathilynn distributed the May financial report and discussed variances.

***ACTION / ACCEPT: A motion was M/S/C (Tiffany Clement/Wayne Wasulko) to approve the May Finance Report.***

***ACTION/APPROVE: A motion was M/S/C (Andy Gianulias/Tiffany Clement) to place \$300,000 in Money Market Fund at US Bank for 2.25 % annual percentage yield; 12- month commitment. (This is a liquid account with a \$50,000 minimum.)***

There was a deadline last week, so KC moved opened the account. After much research, we didn’t come across any better rates. We earned \$163 in our first week.

**MARKETING COMMITTEE ..... Tiffany Clement/Julie DePrada**

- May - June 2019 Highlights:
  - District Support:
    - May 30, 2019 – Pizza Rev’s Grand Re-Opening Celebration and Pizza Eating Contest.
    - June 1, 2019 – Dos Coyotes One Year Anniversary

- May 3 & 17, June 7 & 21, 2019 - Citrus Town Center Summer Safari
- May 11, 2019 - Citrus Town Center Movie Night
- June 25, 2019 – MarketPlace at Birdcage Movie Night
- June 29, 2019 – Sac Republic Soccer Clinic
- 20 x 20 Online Contest – Trivia Comment Contest on Facebook - Giving away 20 gift cards worth \$20 each (\$400 total) to one person on the 20<sup>th</sup> of each month to celebrate our 20<sup>th</sup> anniversary.
  - 3/20/19 – 4/20/19: 2,424 Reach (up 208 from last month), Reactions, Comments and Shares, 173 People (up 28 from last month) and 459 post clicks (up 326 from last month)
- Memorial Day BBQ Giveaway – We gave away a BBQ and \$50 gift card to a grocery store in the district. Received 246 entries, 4,926 reach, 316 Post Clicks, and Reactions, Comments & Shares 153, 418 shares and 54 New Emails Acquired
- Brews in the Burbs:
  - Breweries Attended/Poured: 15    Wine booths: 2    Homebrewers/Clubs: 2 Confirmed
  - Final Ticket Sales: 634 tickets (532 Tickets Sold and 102 tickets were Comp for sponsors and giveaways)
  - Sponsorship: \$5,800 in cash sponsorships
  - VIP Food Sampling Sponsors – In-kind Donation valued at \$7,500
  - Facebook Event Page: 20,800 Reach with women 35-44 being the biggest audience and 1,900 responses.
  - Advertising: \$13,865 in Paid Advertising. \$5,498 in Non-Paid Advertising
- Current Contests:
  - Dining in the District – (Facebook Comment Contest)
  - Win the Window – (Instagram Hashtag Contest)

**PBID RENEWAL ..... Kelly Rankin & Nathan Hyde – Civitas**

Kelly Rankin of Civitas distributed renewal information including a draft timeline. The renewal process is an opportunity to review current programs and make changes and be responsive to new issues. The Board discussed the possibility of adding a security program, as this is an issue that we hear about often from our businesses and property owners. Staff and Civitas will research some options for private and police department service and costs. The Board discussed the status of current property owner support. There is some concern that some new owners may not be as knowledgeable of the benefits of the BID. This is a good reason to start the process a year early. IF there are issues and challenges, we will have extra time to resolve them.

Kathilynn distributed a spreadsheet outlining past support of individual owners and a “best guess” projection of future support. Moving forward, renewal terms such length of the term (maximum is 10 years); assessment rates; district boundaries and programs/services will be discussed in more detail.

Initial Discussion regarding terms:

**Boundaries** – Consensus was to keep the boundaries generally the same; but explore bringing in multi-family residential owners. Some of the security arise from some of the surrounding apartment complexes. Three parcels on Arcadia were removed as these will be developed as single family residential. Consensus to research and reach out to apartment owners and see what other PBIDs do.

**Term** – Consensus for 10 years.

**Programs** – Marketing, Advocacy, Economic Development and research adding public safety. Since many centers already employ security, the PBID would provide security in the public right of way and would be the eyes and ears of the District. They would also respond to crime occurring in the District. This would provide a big deterrent once it was known that this program is in existence.

**Assessment Rate** – Although increases are built into the Management District Plan, the board has not increased the rate in the past five years. There should be some increase due to the addition of security and normal increase in costs. Adding apartment complexes will add some funds to the budget.

Once a draft plan is completed, outreach will begin to property owners to obtain feedback; a petition campaign and ballot mailing will follow. Final approval will be by City Council.

***ACTION/APPROVE: A motion was MSC (Tiffany Clement/Steve Patterson)) to establish Board as 2021 PBID Renewal Steering Committee.***

**CHAIR/EXECUTIVE DIRECTOR REPORT ..... Travis Kimball**

**No report.**

**ADJOURN MEETING..... Travis Kimball**

Adjourn meeting at 1:58 pm.

Respectfully submitted by Kathilynn Carpenter

Accepted and approved by, Travis Kimball, Chair- SMP Board of Directors

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Travis Kimball, Chair

***THE NEXT MEETING IS SCHEDULED FOR THURSDAY, AUGUST 15, 2019***