



**SUNRISE MARKETPLACE  
 PBID RENEWAL STEERING COMMITTEE  
 BOARD OF DIRECTORS MEETING  
 Thursday, February 13—1:00 PM  
 Sunrise MarketPlace Office  
 Citrus Heights, CA 95610**

**Board Members**

**Present:** Don Tollefson- Treasurer, Tiffany Clement- MARCOM Chair, Christy DeCelle, Ted Mitchell, Jeff P. Smith

**Absent:** Travis Kimball- Chair, Jason Bollinger, Andrew Gianulias, Stephen Patterson, Wayne Wasulko

**Guests**

**Property owner representatives:** Colby Young (Gerrity Group-Marketplace at Birdcage), Natalie Worstein (Namdar Realty- Sunrise Mall)

**City:** Mayor Jeannie Bruins, City Manager Chris Boyd, Councilmember Porsha Middleton, Meghan Huber

**CHPD:** Chief Ron Lawrence, Commander Jason Russo, Lt. Chad Morris

**Civitas:** John Lambeth, Kelly Rankin

**Staff:** Kathilynn Carpenter, Julie DePrada, Mikhaila Freas

**CALL MEETING TO ORDER ..... Tiffany Clement**

The meeting was called to order at 1:01 pm by Tiffany Clement, chairing for Travis Kimball.

**PUBLIC COMMENTS ..... Tiffany Clement**

None

**ADMINISTRATIVE ..... Tiffany Clement**

As there was not a quorum of board members present, the item was continued to the next meeting.

- **Action/Approve: Approval of October 31, 2019 and November 13, 2019 board meeting minutes.**
- **Action/Approve: New Meeting Date/Time.**

**ACTION/APPROVE: 2020 SLATE OF BOARD OF DIRECTORS & OFFICERS..... Tiffany Clement**

As there was not a quorum of board members present, the item was continued to the next meeting. Both Natalie Worstein (representing Sunrise Mall) and Colby Young (representing Marketplace at Birdcage) agreed to be included in the 2020 slate of directors and officers. Tiffany noted the board needs member to fill the Secretary office. There were no changes made to the slate.

**CITY OF CITRUS HEIGHTS / CHPD ..... Chris Boyd/Ron Lawrence**

**Sunrise Mall:** The City is in the Engagement Phase of the Specific Plan process. On February 11<sup>th</sup>, City staff and leaders along with the consulting team from Gensler, held a “Sunrise Tomorrow” vision workshop in the former Sears building, to discuss the specific plan and to hear from the Citrus Heights community. There was a great turnout of about 300 people, a lot of media coverage for the event, and great feedback from attendees. The city has also reached out to the five owners for their input. It is a challenge to keep them all on the same page and supportive of the project. The project is moving forward as planned and is scheduled to meet the 20-month timeline for the process.

**Crime Prevention:** Commander Russo noted that crime is down 10%. Chief Lawrence and Commander Russo expanded on the SMP security program which will utilize CHPD officers and resources. SMP, with its large amount of businesses, particularly retail (the District is 90% retail) is a major hot spot of criminal activity. Chief Lawrence advised that it is important that business and property owners and CHPD have the same expectations for the program. It is likely crime statistics will increase as more businesses call in reports.

This program would entail an officer and patrol car, dedicated to patrolling within District boundaries 4 days a week. Details on times and days will be decided during the contract negotiation and would be based on crime trends in SMP. In addition to responding to calls, the officer would focus on proactive crime-prevention measures. The officer would work with business and property owners, as well as, representatives from private security companies working in the District on trends and long-term solutions for chronic issues. The officer will be an on-duty CHPD officer, fully armed in a CHPD patrol car.

Commander Russo noted that this program is supplemental, and owners shouldn't alter their existing security programs. Businesses will be given contact information for the SMP Crime Prevention Specialist Officer. SMP would continue hosting crime prevention seminars with the Secret Service (Counterfeit, Credit Card Fraud) and the FBI (business ransom ware, email fraud). SMP would create a Public Safety Committee consisting of businesses, the CHPD officer and private security officers, which will meet monthly to discuss crime trends, network and leverage resources. The Board agreed with Commander Russo's vision for the program and agreed that their expectations would be similar to that of CHPD officials.

City Manager Boyd advised the board that he had some concerns regarding the addition of apartment complexes in the new term beginning in 2022. With more than 400 businesses, and it being a major area for crime, Mr. Boyd was concerned that it would affect the bandwidth of the officer. Board member Smith (Macys) noted that the types of criminal activity taking place within residential properties would be very different from that of commercial crimes. SMP staff has had limited luck in their outreach to apartment owners as most are out of town. After much discussion, it was decided to remove adjacent apartments from the boundaries for the new term starting in 2022. Kathilynn and Kelly noted this would reduce the budget by about \$71,000.

**PBID MODIFICATION UPDATE ..... John Lambeth/Kelly Rankin**

John Lambeth stressed that the great working relationship between the City, CHPD and SMP is very positive and is not always the case with other Business Improvement Districts. John provided an update on the Modification process which entails adding public safety to our programs in 2020. This requires modifying the Management District Plan. City Council has approved the first item: a resolution that SMP intends to change the MDP. On February 27, Council will take the final step to approve the alteration to the plan. In between this, the City is sending a notification to all property owners advising them of the change. A notice will also be published locally. Once approved, SMP will begin negotiating a contract with CHPD.

**PBID RENEWAL UPDATE ..... John Lambeth/Kelly Rankin**

As for the PBID Renewal process, John summarized the renewal terms:

- a ten-year period running from 2022- 2031
- Boundaries will remain the same
- Assessment Rate is currently set at \$0.065 cents for retail zoned parcels per square foot per year and \$0.035 for office zoned parcels per square foot per year
- Services include: Marketing, Public Safety, Economic Development and Administration/Advocacy

John reminded the board that we started early as the BID expires December 31, 2021. Civitas will make the changes to the MDP, removing the apartments. Then an engineer's report will be completed (vetting of parcel size, assessment rates, benefits, etc.) It is important to be sure of all the terms; once the MDP is finalized and petitions are sent out, no changes can be made to the MDP. John distributed a timeline with the goal of having petitions out by April and ballots out by May. This is an expedited timeline (attached) and will take an effort to get the petition signatures needed to move onto the ballot phase. We must have signatures from those owners paying more than 50% of the assessment. In order to complete the process this year, we would need to be at City Council for the final approval by early July at the latest. If we do not make these deadlines, then we would continue moving forward with the process. The drop-dead date for completion is July 2021.

**MARKETING REPORT ..... Tiffany Clement**

**4<sup>th</sup> Quarter Highlights:**

- In 2019: **20X20 Gift Card Contest** on Facebook, was viewed by 48,995 people and 8,125 people commented, liked or shared the post. **Win the Window** which takes place on Instagram, generated a 133 increase in followers. 72,346 people viewed our posts or ads, and 614 people commented or liked the post.
- **Holiday Advertising Campaign:** Objectives: Reach Primary (Facebook & Instagram) Through an overarching holiday season Reach campaign, we will work on increasing awareness of the District and holiday event season in the district among target audiences. Focus will be aimed at increasing awareness of and engagement with the contesting as well as Magical Moments and all other events taking place within the district.  
Total Overall Reach: 266,448 Total Overall Impressions: 758,861
- **Magical Moments:** Magical Moments events were a huge success. These three events brought over 3,000 people into the District. SMP reached 692,725 people with event posts, event pages and event ads. 9,138 people: liked, commented, shared, or said they were going through our Magical Moments Facebook Events
- **Social Media Overview for 2019:**
  - **Facebook:** 744 new followers, 13,181 Organic Engagements
  - **Instagram:** 450 Followers, up 207 from last years (243), 2,568 post likes, up from last year (1,436), 251 comments, up from last year (186)

**Current Special Events/Promotions:**

**Contests:** Just ended the Valentine's Day website sign up yesterday with 1852 entries. Win the Window- (Instagram Hashtag Contest)

**MasterPieces in the Marketplace:** Last year we began rolling out art-wrapped transformers, starting with four at Sunrise Village. Several are being installed now including two at Marketplace at Birdcage. A total of 21 will be wrapped by April. We are working with Crocker Art Gallery to host an art mixer and MasterPieces launch event this Spring. A new section on the web site and collateral will promote the program.

**Brews in the Burbs:** Early Bird tickets go on sale March 1<sup>st</sup>. Brews will be June 13<sup>th</sup>.

**SMP Shine!** Staff has researched two events, Georgetown Glow and the Portland Winter Light Festival with hopes to bring light art to the district in Winter 2021.

FINANCIAL REPORT.....Kathilynn Carpenter

As there was not a quorum of board members present, these items were continued to the next meeting.

• **Action/Accept: 2019 Year End Financial Report**

Did not get a grant from Sacramento County to offset costs of MasterPieces program. Staff will apply for other art grants this year.

• **Action/Accept: January 2020 Expense Report**

• **Action/Approval: 2020 Draft Budget**

New expense items include a central alarm system for the office and two storage units. Our carrier will not insure property for theft (fire only) without the alarm system. Staff is getting estimates. And, as per previous discussions, there is a now line item for Security. This is a placeholder number until the contract is finalized. Under Seasonal Décor, we will be adding more light pole decorations this holiday season. Budgets were increased for Magical Moments and Brews in the Burbs, our most successful signature events. The budget to support District shopping center and business event was also increased.

Board members advised that they would like to see more dollars allocated to digital media vs traditional media (print, radio).

CHAIR/EXECUTIVE DIRECTOR REPORT..... Tiffany Clement

We still need to confirm a meeting date and time that works for a majority of board members. As with today, we have had difficulty obtaining a quorum.

MEETING ADJOURN MEETING ..... Tiffany Clement

Respectfully submitted by Kathilynn Carpenter

Accepted and approved by, Tiffany Clement- MARCOM Chair, SMP Board of Directors

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Tiffany Clement, MARCOM Chair

Adjourn meeting at 2:19 pm.

***THE NEXT MEETING IS SCHEDULED FOR MARCH 12, 2020***