



SUNRISE MARKETPLACE  
PBID RENEWAL STEERING COMMITTEE  
BOARD OF DIRECTORS MEETING  
Thursday, June 18—1:00 PM  
Telephonic and Electronic Meeting  
Join Zoom Meeting  
<https://us02web.zoom.us/j/3944921744>  
Meeting ID: 394 492 1744  
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**Board Members**

**Present:** Travis Kimball- Chair, Don Tollefson- Treasurer, Tiffany Clement- MARCOM Chair, Christy DeCelle, Ted Mitchell, Andrew Gianulias, Wayne Wasulko,

**Absent:** Jeff P. Smith, Jason Bollinger, Natalie Worstein, Colby Young, Stephen Patterson

**Guests**

**City:** Vice Mayor Steve Miller, Meghan Huber

**CHPD:** Lt. Chad Morris, Officer Jeff Schouten, Officer Chad ???

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

CALL MEETING TO ORDER ..... Travis Kimball

The meeting was called to order at 1:09 by Travis Kimball.

PUBLIC COMMENTS ..... Travis Kimball

None

ADMINISTRATIVE..... Travis Kimball

- **Action/Approve: Approval of April 2, 2020 board meeting minutes.**  
A motion was M/S/C (Don Tollefson/Tiffany Clement) to approve the April board meeting minutes.

SMP COVID 19 RESPONSE UPDATE ..... Kathilynn Carpenter

- **Business Support pre and post re-opening:** Report given out prior to meeting. SMP staff started right away with COVID-19. The first part of the report gives a summary of what SMP staff has been doing. We had a marketing committee meeting, regarding not being able to do events due to Covid-19. We discussed allocating monies to help businesses with tangible items vs using the monies for events. We have helped businesses with lawn signs, banners, a-frames, floor decals, and masks. A lot of businesses have taken advantage of this offer, including larger businesses who are not seeing support from their corporate offices. All the businesses have been very thankful for all that we have been doing. We have also purchased about \$2,500 worth of gift cards for giveaways which has received a lot of positive feedback from consumers as well.
- **CARES Act EDA funding:** Working with Meghan Huber on researching economic development grants. Looking to see what ideas there are regarding Covid-19. We are researching more options for the Sunrise MarketPlace district; do we have the bandwidth to apply and execute. Workforce development, rapid reskilling, health care, business centered- help, networking, etc. Will update with more information.

- **Questions:**

Don: Is it 40,000 that is allocated in the budget right now?

KC: added to the budget: district support/Covid-19.

Don: do you see that growing over the next 12 months

KC: sees this issue growing with the progress of Covid-19 growing.

SMP board gave feedback on what SMP staff has been doing for businesses during Covid-19, positive feedback from Don & Travis. SMP staff has been able to have great outreach with our centers whom we do not normally get the chance to talk to such as, Sunrise Rollerland and Prestige Portraits.

CITY OF CITRUS HEIGHTS..... Meghan Huber

**Miller:** The mall specific plan is going well, and on schedule. July 9<sup>th</sup> at 530. We are happy with our partnership with the Sunrise MarketPlace and Citrus Heights Police.

**Questions:**

**Don-** What is going on with the landscaping at the Sunrise Mall?

**KC-** The Mall's landscaping company stopped working so Natalie and her Clovis team are out doing the landscaping today. They are working on a bid, code enforcement has come out. There is a big weed issue and a pot hole at Red Robin, and Natalie is doing everything she can do, to get it back in shape. **Don-** The Sunrise Mall Sign (Theater marquee) says "Temporarily Closed", makes it seem like the mall itself is closed.

**Meghan:**

- **Sunrise Mall specific plan:** ahead of schedule, the marketing plan is accelerating. We have owner meetings scheduled for next week. All the owners are engaged with the process. Namdar purchased the Men's Macy's which helps having one less owner to get a signature from. The next public, joint planning commissions and city council meeting will be held virtually, July 9<sup>th</sup> at 5:30. In the meantime the City will be hosting a virtual community meeting on June 30<sup>th</sup> @ 5:30. The second of two workshop which will unveil the final conceptual plan to the community. Going to city council on Thursday: temporarily outdoor dining program. As the restaurants are reopening with limited capacity to maintain social distancing requirements, the city has created a program to help restaurants create outdoor dining for customers. Must comply with health and fire requirements along with current social distancing requirements. The program will last until December of 2020 at least. There has not been further discussion on temp signage, but it will more than likely go along with the temporary seating program. Meghan will check on it and update us.
- **Love Local/Shop Local:** We are working on the next leg, which is social media heavy.
- **Great Plates Program:** There has been a great success with this program, which was originally scheduled to through June 10<sup>th</sup>, but it has now been extended to at least July 10<sup>th</sup>, 2020. The program provides up to 3 meals a day up to 500 seniors in Citrus Heights. Right now, there are 5 restaurants participating, with room for more. We are looking for more participation from restaurants.
- **Questions:**
  - Tiffany: GPP, is the city doing the outreach on the program or are you waiting for the restaurants to come to you.  
Meghan: The city was proactive in outreach via social and direct, utilizing the love local restaurant list as an aid. The program started in May, using the restaurants that remained opened. Two issues that some restaurants had with being involved was supplying breakfast, and some insurance issues due to it being a state program. There has been a lot of assistance to help the restaurants throughout the process.

Tiffany: Restaurants must supply the 3 meals?

Meghan: yes, must have breakfast, lunch, and dinner.

Tiffany: Sunrise Village would not be able to participate due to the restaurants not having breakfast menus.

Me: There have some restaurants who do not normally offer breakfast, such as Buffalo Wild Wings, who created a breakfast option so they could participate.

KC: Does it need to be a hot breakfast? Denise at Starbucks might be interested in participating.

M: It must be a hot dinner with a refrigerated breakfast and lunch for the following day.

SMP PUBLIC SAFETY OFFICER REPORT ..... Officer Jeff Schouten

Officer Jeff: Has been with SMP about 3 weeks now. Has identified a few businesses that have been having issues, such as Prestige Portraits, Marie Calendar building and the China Buffet building. Each building has been having issues with general trespassing, trash, and needles. We have been trying to address the issues and get the areas cleaned up. CHPD signage and no trespassing signage are being posted. There has been extra patrol for these areas to make sure the trespassers have not returned. Homeless: Have contacted a few of the homeless in the area and helped them with resources such as the CH Navigator- Toni Morgan. Most are looking for showers due to Antelope Christian no longer providing them currently. Most have expressed that they need bus passes to help them get to appts and other places they need. Also looking at putting up laminated signs with Toni’s information along with other resource information in the areas that are impacted by the homeless community.

Officer Jeff has made it a point to meet with the businesses face-to-face, along with giving out his personal phone number. Wants to encourage businesses to call the CHPD first, incase Jeff is busy at the time. Working to give a more personal relationship with the businesses rather than the “just a badge” approach.

Lt. Chad: Praise jeff

Don: Over the last couple weeks Batteries Plus has come across counterfeit bills, has there been a rise of this activity in the area?

Jeff: Not that he has seen, but it does happen. CHPD does their best to try and stop this issue quickly, but it is up to the merchants to report it. Most retailers keep the counterfeit monies as a teaching lesson for their employees.

KC: WE have had a lot of positive feedback with Jeff and his outreach. Jeff makes sure to contact staff on issues happening in the district along with staff following up. The owner of Kenny G Jewelers and has voiced his praise as well. Kathilynn and Jeff plan to walk the district to introduce Officer Jeff and SMP. SMP is also setting up live webinars on our Business Facebook page. Also, we are working on getting all the security teams in each center to meet and build relationships.

PBID RENEWAL UPDATE ..... Kathilynn Carpenter

- **City Contract:** We are working with Kelly at Civitas on the petitions and petition tracker. The final management district plan was sent in, and they responded saying that we do not have a contract with the City. There must be a contract with the BID and the City, a contract has now been sent in, and the city is now asking for a list of documents including 20 years of tax returns. Petitions cannot go out until the Management District Plan is finalized. SMP board would like to know if there is a way for the City to waive the 20-year tax return request and require 10 years of tax returns instead.

FINANCIAL REPORT ..... Kathilynn Carpenter

- **Action/Accept: YTD Financial Report**  
A motion was M/S/C (Andrew Gianulias / Tiffany Clement) to accept the YTD Financial Report as presented.
- **Action/Approval: 2020 Budget- reallocation of a portion of Special Event budget to COVID 19 business support.**

MEETING ADJOURN MEETING ..... Travis Kimball

Respectfully submitted by Kathilynn Carpenter

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

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Travis Kimball-Board Chair

**Adjourn meeting at 2:30 pm.**

*THE NEXT MEETING IS SCHEDULED FOR TBA.*

## BROWN ACT

*Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities.

## NOTICE TO PUBLIC

You are welcomed and encouraged to participate in this meeting. Public comment is taken (three minutes' maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.