



SUNRISE MARKETPLACE  
PBID RENEWAL STEERING COMMITTEE  
BOARD OF DIRECTORS MEETING

Thursday, August 13—1:00 PM

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Board Members

Present: Travis Kimball- Chair, Don Tollefson- Treasurer, Tiffany Clement- Vice Chair/MARCOM Chair, Christy DeCelle, Ted Mitchell, Andrew Gianulias, Wayne Wasulko, Natalie Worstein, Stephen Patterson  
Absent: Jeff P. Smith, Jason Bollinger, Colby Young,

Guests

InterCal (Creative Marketing Arts): Kim Kelly, Sara Espinosa  
City: Councilmember Jeannie Bruins, Councilmember Porshe Middleton, Meghan Huber  
CHPD: Officer Jeff Schouten, Sgt. Seth Cimino  
Staff Present: Kathilynn Carpenter, Julie DePrada, Mikhaila Freas

CALL MEETING TO ORDER ..... Travis Kimball

The meeting was called to order at 1:11 pm by Travis Kimball.

PUBLIC COMMENTS ..... Travis Kimball

**Introduction of Kim Kelly for InterCal**

Kim Kelly is the owner of Creative Marketing Arts. She is responsible for marketing and events for InterCal. Jason Bollinger has requested that she assume his seat on the board. We will add an item to the next board agenda to approve Kim’s board appointment.

ADMINISTRATIVE ..... Travis Kimball

- **Action/Approve: Approval of June 18, 2020 board meeting minutes. (ROLL CALL VOTE)**  
A motion was M/S/C (Stephen Patterson /Andy Gianulias) to approve the June board meeting minutes.

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

*A COVID response recap was previously distributed to save time at the meeting. Please take a moment to review if you haven't already. The City has implemented an outdoor dining and retail ordinance. This allows for retail and restaurants to set up in their parking lots. Some of our restaurants, already have small patios, but some restaurants have set up tents and tables including El Tapatio, Texas Roadhouse, Pho ABC, and Black Angus. Staff is working with all our restaurants to help them execute this outdoor seating option.*

*We are continuing to reach out to our businesses and supplying them with the needed PPE and marketing supplies. We still have businesses asking for signage; lawn signs, banners, floor decals, and other marketing materials to let consumers know that they are open. We have been able do more customized items if a business needs it.*

**CITY OF CITRUS HEIGHTS ..... Meghan Huber**

- **Sales Tax Increase:** At their July 23 meeting, City Council approved a resolution to put 1% sales tax increase measure on the Nov ballot. The second ordinance is on the city council's meeting- tonight. Funds from the tax will go to the General Fund and will be used for road maintenance, public safety, homelessness and other City services.
- **Sunrise Tomorrow:** The project is still tracking ahead of schedule for the environmental impact report completion, which was scheduled to be completed by December 2021, and will now be done by April 2021. The next step is a scoping meeting where external and partner organizations provide feedback on the plan.  
Timeline: Full buildout- 20-year timeline, but this does not mean it will take a long time to see movement. Projects like this can get started with paperwork while waiting for the environmental impact report. It could start asap. There has been a lot of movement onsite already such as Macy's being purchased by Namdar, and JcPenny's going up for sale. This is the City's number one economic development initiative.
- **Love Local:** A partnership with the City, Chamber, and Business Associations- Citrus Heights started a shop local campaign. Started distribution of "Love Local" decals for all our businesses.
- **Mitchell Ranch:** Kathilynn reported on the Mitchell Ranch project. Watt Communities is currently building out the infrastructure and public area improvements. This is expected to be completed by November. The first two sections, one along Fair Oaks Blvd. and the other on Arcadia, are expected to be paved out by the end of September and turned over to KB Homes to build model homes. SMP has requested more communication with businesses and residents adjacent to the project. City will be talking to Teichert about providing more information, perhaps a Facebook Page with updates. They will provide SMP with information and we will physically deliver to those businesses impacted.
- Improvements for Greenback Lane and the Fair Oaks Intersection is in the works – City received \$600,000 for the \$1.7 million project. Will include substantial upgrade to the intersection making it safer for cars and pedestrians. They may also be able to add electrical to the Greenback medians.

- Median repair and maintenance – the City is working on a plan to remove the crumbling bricks and substitute with something attractive but easier to maintain- looking at late Spring for this. Palm Tree project: Hoping to go to BID on the palm tree lighting in December with construction beginning in the Spring.

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

From April- July, CHPD has brought crime down 27%. There has also been a big focus on removing/covering graffiti found throughout the SMP area. Lowe’s and Kelly-Moore Paints has donated cans of paint and more than 30 locations have been covered up.

Officer Schouten reported he makes about 10 passes a day throughout the SMP district and has addressed dominate problem areas. They receive about 4 calls a day for the larger businesses and about 10-15 calls throughout the SMP. These calls range from suspicious people and possible thefts in progress.

CHPD is currently using a tactic called “burning” in which a business has identified a suspicious individual. CHPD can respond quickly and be a presence that deters criminal activity. Along with quick response time, CHPD are handing out a 602 notice (no trespassing) so they are no longer allowed back at that business. This has been effective in bringing down crime. There have also been decoy vehicles parked throughout the area at the larger stores where they are seeing the most crime.

CHPD has continued to clean up destructive transients in the SMP district. They are also being referred to the Homeless Navigator- Toni Morgan. Ten bus passes have been distributed.

Sgt. Seth Cimino: Will be taking the place of Sgt. Evans who is retiring September 11<sup>th</sup>. Cimino will be taking over the Special Operations Supervisor Sgt.

**PBID RENEWAL UPDATE .....Kathilynn Carpenter**

We did get the contract, but there are some unresolved issues that Meghan has taken back to the team. Therefore, the contract has not yet been distributed to the board. We are awaiting the revised MDP. We should have the MPD by the next Board Meeting. We are no longer ahead of schedule, but we are on a normal timeline. Everything must be done and submitted to the City by June 2021.

- **Action/Approve: Approval of final Management District Plan**  
Item Continued
- **Action/Approve: Approval SMP/City Contract**  
Item Continued

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

A Marketing recap report was previously distributed. Overview for June: Facebook a total of 49 posts were published with 31 images, 15 reposts, 2 links, and 1 video. The focus for June was sharing business updates and increasing awareness of open business. For Instagram, a total of 17 posts were published, 4 contests, 6 Dine, 4 Shop, 1 Do, 1 Holiday, and 1 News. The most popular post was our Black Bear Diner Contest, reaching 258 and 54 engagements.

Overview for July: For Facebook, a total of 37 posts were published with 18 images, 12 reposts, 4 links, 2 videos, and 1 event. The focus for July was to create more engagement and updates on open businesses. For Instagram a total of 17 post were published with 10 Dine, 4 Shop, 1 Contest, 1 Do, and 1 Holiday. The most popular post was Dos Coyotes, with 228 engagements.

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

- **Action/Accept: YTD Financial Report (ROLL CALL VOTE)**
  
- **Action/Approval: 2020 Revised Budget- reallocation of a portion of Special Event budget to COVID 19 business support. (ROLL CALL VOTE)**
  - *A motion was M/S/C (Tiffany Clement/Christy DeCelle) to approve YTD Financial Report and 2020 Revised Budget-reallocation of a portion of Special Event budget to COVID-19 business support.*

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

Kathilynn gave a brief Citrus Heights HART. We are in the middle of fundraising as we are running low due to COVID relief activities. Right now, we are focusing on homeless and low-income children. HART distributed 50 backpacks filled with school supplies, 30 were distributed to the Sayonara Center, and the rest will be distributed to Kingwood Elementary and Single Mom’s Strong.

**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 2:13 pm.**