



SUNRISE MARKETPLACE  
PBID RENEWAL STEERING COMMITTEE/BOARD MEETING

Thursday, March 18, 2021 12 Noon

Join Zoom Meeting

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**BOARD MEMBERS/ ROLL CALL ATTENDANCE**

**Present:** Travis Kimball (Chair), Tiffany Clement (Vice Chair/MARCOM Chair), Don Tollefson (Treasurer), Greg Bazarnik, Andrew Gianulias, Kim Kelley, Ted Mitchell, Wayne Wasulko, Natalie Worstein, Christy DeCelle, Colby Young

**Guests:** Beverly Sutliff

**City:** Vice Mayor Porsche Middleton, Councilmember Tim Schaefer, Meghan Huber

**CHPD:** Chief Ron Lawrence, Lieutenant Chad Morris, Officer Jeff Schouten

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

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

The meeting was called to order by Chair Travis Kimball at 12:04pm.

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

There were no public comments.

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

- **Action/Approve: Approval of January 21, 2021 board meeting minutes. (ROLL CALL VOTE)**  
A motion was M/S/C (Kim Kelley/Wayne Wasulko) to approve the January 21, 2021 board meeting minutes.

**ANNUAL REPORT ..... Kathilynn Carpenter**

- **Action/Approve: Approval of 2020 Annual Report. (ROLL CALL VOTE)**  
A motion was M/S/C (Tiffany Clement/Kim Kelley) to approve 2020 Annual Report.

**PBID RENEWAL ..... Travis Kimball**

- **Petition Campaign update**  
*Kathilynn reported on the SMP staff's progress on the petition campaign. We have received \$242,000 in signed petitions. Approximately \$440,000 in signed petitions is required to move forward with the second phase of renewal, the ballot campaign. Kathilynn explained it is a matter of having enough time. We are working all petitions aggressively. The larger national owners such as Target, Lowe's, etc. take time to navigate the corporate hierarchy for approval. Kathilynn and staff will continue to work the petitions. The*

current deadline for petitions is April 30. The SMP partnership with CHPD for the SMP Public Safety officer has been positive and is viewed as a good benefit of the PBID.

**Officer Schouten:** Most calls are regarding shoplifting, transients and other nuisance activities. We also work with businesses to mitigate graffiti, illegal dumping, and to secure vacant buildings.

**Mr. Tollefson:** How many police officers is Citrus Heights short?

**Chief Lawrence:** There are 29 positions unfilled, about 15 of them are sworn police officers. Others are 911 operators, animal control, youth resources and investigative personnel.

**Chief Lawrence:** We are very proud of the hard work Officer Schouten has been doing and thankful for the partnership with SMP. There has been a reduction of all crime metrics in SMP due to Officer Schouten's efforts.

**CITY OF CITRUS HEIGHT**..... Meghan Huber

City report was not on the agenda. Kathilynn apologized for it falling off the report but requested that Meghan Huber give an update to the board.

**Meghan:** Sunrise Tomorrow Specific Plan and Report is on track for completion by summer 2021. The finished product will go to the planning commission, then there will be another community workshop. We will continue to have updates. We are working with all ownership to make sure they are current with all the paperwork needed for completion. Meghan will send out additional information and board members can visit [sunrisetomorrow.net](http://sunrisetomorrow.net) for more plan details.

**SECURITY UPDATE**..... Kathilynn Carpenter

**Universal Trespass Program and SMP Security App**

**Universal Trespass Program:** SMP Staff and Officer Jeff Schouten have been contacting businesses regarding our Universal Trespass Program. This allows Officer Schouten to trespass individuals on behalf of the owners. Staff has started a spreadsheet to keep track of signed trespass forms. The Universal Trespass program is a good tool for CHPD to be able to ban/trespass individuals on private property.

**SMP Security App:** SMP is in the process of working with LogicTree IT Solutions to create a specific app for staff members and Officer Schouten to use. This app will help staff keep track of security information and assist Officer Schouten with reporting and enhance communications with SMP and businesses. SMP will also be able to push out notifications to our businesses.

**602 Shared PBID Database and zero bail/moratorium on arresting chronic offenders**

**Zero Bail:** SMP is also working with County PBIDs to advocate for eliminating the moratorium on arresting chronic offenders. We are seeing a significant increase in criminal activity and nuisance crimes in the District as are all the surrounding PBIDs in the County.

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

☐ **Action/Approval: Accept January/February 2021 Financial Report (ROLL CALL VOTE)**

A motion was M/S/C (Tiffany Clement/Don Tollefson) to approve the January/February 2021 Financial Report.

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

Marketing Report was distributed via email prior to meeting. Tiffany Clement gave a brief overview of the report.

**January & February 2021 Recap:**

- **New Year, New Stuff:** SMP Staff started the year off with a New Year, New Stuff promotion which helped drive post-Holiday traffic to the District. The contest featured 21 days of giveaways. SMP gave away \$1,025 in gift cards. The contest increased engagement and comments on Facebook. The contest produced 1,893 comments on Facebook and 593 Website page views.
- **Valentine’s Day Campaign:** One lucky winner received \$400 in gift cards which included: \$100 to Kay’s Jewelers, \$100 to Macy’s, \$50 to BevMo, \$50 to See’s Candies, and \$100 to a restaurant of their choice. The contest helped drive traffic to the SMP Website and produced 1,904 website views, 299 new email sign ups and 1,187 contest entries.
- **Business Spotlight:** The Business Spotlight campaign increases awareness of businesses in the District, along with increasing engagements and likes on our social media. For 52 weeks, SMP will host a live Facebook video post for businesses throughout the district every week. Each video will promote the business and include a comment contest for a \$25 card. Simultaneously, there is a week-long comment contest on Instagram for a \$50 gift card. To date, the contest has highlighted: Armenian Grill House, Once Upon A Child, Boston’s Pizza, Dos Coyotes, Perko’s, Off Broadway Shoes, California Fish Grill, and WingStop. This contest has generated 758 comments on Facebook, and 202 comments on Instagram.
- **Discount Reimbursement Program Update**  
SMP has begun the Discount Reimbursement Program to help small businesses in the District. The program will allow our small businesses to be reimbursed a portion of a promotion of their choosing. SMP will reimburse up to \$500.

MEETING ADJOURN MEETING ..... Travis Kimball

Mr. Kimball adjourned the meeting at 12:58 PM.

Submitted by Kathilynn Carpenter: \_\_\_\_\_

Approved by Travis Kimball: \_\_\_\_\_