



SUNRISE MARKETPLACE
PBID RENEWAL STEERING COMMITTEE/BOARD MEETING

Thursday, January 21, 2021 1:30 PM- note new time

Join Zoom Meeting

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Meeting ID: 394 492 1744 Passcode: 95610 Dial by your location +1 669 900 9128 US

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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,

Absent: Stephen Patterson, Christy DeCelle, Colby Young

Guests

City: Vice Mayor Porsche Middleton, Councilmember Tim Schaefer, City Attorney Ryan Jones, Meghan Huber

Civitas: John Lambeth, Kelly Rankin

Staff: Kathilynn Carpenter, Julie DePrada, Mikhaila Freas

CALL MEETING TO ORDER..... Travis Kimball

The meeting was called to order by Chair Travis Kimball at 1:38pm.

PUBLIC COMMENTS..... Travis Kimball

Introductions were made by Greg Bazarnick (Macy’s), Councilmember Tim Schaefer, Vice Mayor Porsche Middleton, and Board Member Introductions.

ADMINISTRATIVE Travis Kimball

- **Action/Approve: Approval of Greg Bazarnik (Macys) to fill and complete Jeff Smith’s (Macys) term on the board. (ROLL CALL VOTE)**
A motion was M/S/C (Don Tollefson/Andy Gianulias) to approve Greg Bazarnik to fill and complete Jeff Smith’s (Macys) term on the board.
- **Action/Approve: Approval of December 3 board meeting minutes. (ROLL CALL VOTE)**
A motion was M/S/C (Tiffany Clement /Andy Gianulias) to approve the December 3, 2020 board meeting minutes.

2021 SLATE OF BOARD OF DIRECTORS AND OFFICERS Travis Kimball

- **Action/Approve: Approval of 2021 Slate of Board of Directors and Officers. (ROLL CALL VOTE)**
A motion was M/S/C (Andy Gianulias/ Don Tollefson) to approve the 2021 Slate of Board of Directors and Officers.

PBID RENEWAL..... Travis Kimball

- *Final Changes MDP and Contract..... John Lambeth/Ryan Jones*

The final documents have been distributed to the board members at this time. Mr. Lambeth (Civitas) started the discussion by stating there has been great progress with the. Mr. Lambeth thanked City Attorney Ryan Jones and his team for their work during the negotiation process, along with Kathilynn for checking and approving documents and providing insurance and other information.

The District is now in the 21st year. Mr. Lambeth recalled starting with SMP from the beginning along with some Board Members. The district has had a tremendous amount of success. Civitas has highlighted SMP as a model for other PBIDs. SMP was able to accomplish a lot in the beginning such as public area improvements, events (concerts and tennis), and marketing and branding efforts. SMP is in its 4th term and is ready for renewal. SMP needs to be renewed by July 1st. We are short on time and with the impact of Covid-19, we expect the petition drive to be a challenge. If we miss the July timeframe, the PBID will be disestablished.

Mr. Lambeth reminded the Board that at the December meeting, the main deal points were presented and discussed. The final issues to be resolved were the term and owner’s association. While the Board approved and prefers a 10-year term, SMP agreed to the City’s mandated 3-year term to run from 2022 through 2024. The City approved of SMP being designated as the owner’s association in the MDP and the Contract. Assessment rates and boundaries, previously approved in December, will remain the same.

Attorneys met to finalize the MDP and the City Contract. The Contract term will run January 1, 2021 through December 31, 2024. If the PBID is not renewed, the contract will expire December 31, 2021. The MDP has been revised, per the City, SMP accomplishments were removed and replaced with PBID background information. Details were added to the section outlining services and programs. The Engineer’s report including a breakdown of general vs. special benefits was also added.

Contract terms include timing for the City to pay assessments (within 30 days of collecting from the County.) There is a requirement for records availability; SMP is already required to comply with the CA Public Records Act. Finally, there is an audit provision; if the City has reason to believe that there is a need, they will require that SMP obtain an audit. Once the board approves both documents, staff can begin the petition drive. The petition campaign will take approximately two-three months. If the threshold is met, the City will mail out ballots, then a hearing will be held where the ballots will be tabulated.

City Attorney Jones agreed with Mr. Lambeth’s summary of their discussions. He noted this has been a positive relationship and he is very impressed working with Civitas these past several months of negotiations.

Kathilynn: The timeline has been distributed to all Board Members. SMP will start the petition campaign as soon as we receive the final documents and property owner petitions. Staff will be reaching out to Board Members and Property Owners when the time comes. Staff has been working on a comprehensive Renewal Landing page on the SMP website that will have renewal information. SMP’s significant COVID relief efforts and our partnership with CHPD and the City to provide an officer in the District are the most well received benefits and will help with renewal efforts.

- **Action/Approval: Approval of final MDP and City Contract Travis Kimball (ROLL CALL VOTE)**
A motion was M/S/C (Andy Gianulias/ Don Tollefson) to approve the final Management District and City Contract.

FINANCIAL REPORT Kathilynn Carpenter

- **Action/Approval: Accept Updated Year-End Forecast and updated 2021 Budget (ROLL CALL VOTE)**
A motion was M/S/C (Don Tollefson/Tiffany Clement) to approve the updated Year-End Forecast and updated 2021 Budget.

MARKETING COMMITTEE REPORTTiffany Clement

Tiffany Clement reported that a detailed report was previously distributed via email. The MARCOM Committee meeting is scheduled for Feb 18,2021. The committee is always looking for more members.

Julie reported that SMP had a great end of the year with social media, due to our online contesting. It was necessary to pivot to digital and virtual activities such as a downloadable Santa pack of fun activities. SMP provided materials and signage necessary to keep Santa Photos safe for visitors. We are currently working on New Year contesting, which includes our Business Spotlight Contest. The Business Spotlight contest includes a featured business each week with a Live Facebook 24-hour comment contest to win a \$25 Gift Card and a week-long Instagram comment contest to win a \$50 gift card for the same business. This contest has significantly boosted our Instagram engagement.

MEETING ADJOURN MEETING..... Travis Kimball

Mr. Kimball adjourned the meeting at 2:23 PM.

Respectfully submitted by Kathilynn Carpenter

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

Travis Kimball-Board Chair