



SUNRISE MARKETPLACE
PBID RENEWAL STEERING COMMITTEE/BOARD MEETING

THURSDAY, MAY 13, 2021 1:00PM

Join Zoom Meeting

<https://us02web.zoom.us/j/3944921744?pwd=Y3V1UitodmdOcUkvVmdHemkrMDBiUT09>

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), Christy DeCelle, Andrew Gianulias, Kim Kelley, Ted Mitchell, Natalie Worstein, Colby Young,

Absent: Greg E Bazarnik, Don Tollefson, Wayne Wasulko

Guests: Beverly Sutliff

City: Meghan Huber, Officer Jeff Schouten

Staff: Kathilynn Carpenter, Julie DePrada, Mikhaila Freas

CALL MEETING TO ORDER.....Travis
Kimball

Travis Kimball called the meeting to order at 1:05 pm

PUBLIC COMMENTSTravis
Kimball

There were no public comments.

ADMINISTRATIVE.....Travis
Kimball

- **Action/Approve: Approval of March 18, 2021 board meeting minutes. (ROLL CALL VOTE)**

A motion was M/S/C (Tiffany Clement/ Andy Gianulias) to approve the March 18, 2021 board meeting minutes.

PBID RENEWAL.....Travis
Kimball

- **Petition Campaign update**

The petition campaign is progressing. We are currently \$16,770 short of the amount needed meet the “more than 50%” threshold. Two petitions, Lowes, and Rite Aid, recently came in. Tiffany was a big help with Rite Aid, as they have never signed in previous years. We missed our

first deadline of April 30 and will most likely miss our extended deadline May 18th. This is the latest the City was able to extend the deadline and still make the August 1st deadline for submission of property tax data to the County Assessor. Kathilynn reached out to Supervisor Sue Frost and requested an extension from the Assessor. Supervisor Frost moved quickly; the Assessor approved an extension to September 1st to submit data.

The new petition deadline is June 10. Currently, owners representing \$111, 822 in assessments have indicated opposition to the PBID; owners representing \$84,825.81 have been nonresponsive. We are still working on owners representing \$220,002.55 and have 31 signed petitions representing \$416,650 in assessments.

Kathilynn reported that this renewal has been difficult due to a late start and COVID. She reported that along with Natalie Worstein, she has been working the larger Sunrise Mall owners, including Namdar, Seritage and JCPenney's. Namdar has indicated they understand the benefits of the PBID, and that mall receives a large share of those benefits but are not inclined to sign.

Should petitions be received representing more than 50% of the assessment; there will be a council hearing. The following day, ballots will be mailed to owners. Ballots are sent back to the city sealed and are not opened until the night of the second council hearing. Therefore, the outcome is not known until that night. The City must receive more YES ballots than NO, weighted by the owner's assessment amount. There is no minimum number of ballots that must be received. It can be difficult to get owners to send in their YES ballots; however, property owner opposed to the PBID are very motivated to send in their "No" ballot.

The following properties are most likely to send in NO ballots: Target (\$37,330.47), JCP (\$52,745.37), Sears (\$61,984.25), and Namdar (\$73,058.15 & \$73,903.23).

Travis noted that at this point, we do not need an action/approval for the information below. The first option has already been approved. The second option, the City would have to agree to do. This is just for the board to know that there are options.

Action/Approve: Approval Options/Steps for Extending Renewal Timeline

- 1. Extend process by one month with County approved extension to submit assessment data on September 1 versus original date of August 1.***
- 2. If the petition threshold is not met with the additional month and we miss the extended tax roll deadline of September 1, continue the process and request that the City manually invoice District propertyowners in December/January should SMP meet the petition and ballot thresholds by that time.***
- 3. If we miss the September deadline and manual bills are not sent, we can revise the plan and initiate anew petition drive. This option would require a new Management District Plan and the board would review terms (assessment rate, boundaries, and length of term) again. Under this option, the new deadline for completion of the process would be August 2022.***

CITY OF CITRUS HEIGHTS..... Meghan Huber

Meghan gave kudos to Kathilynn and the SMP team for all the hard work with renewing the BID. There were no major City updates. They recently received a large SACOG Grant award, which will allow them to do street improvements to Auburn Blvd and Old Auburn. City Manager Chris Boyd has announced his retirement. City Council will address hiring an interim city manager at the meeting tonight.

SECURITY UPDATE..... Officer Jeff Schouten

- **1st Quarter Crime Report** was distributed to Board via email. The report shows stats from January 1st, 2021 to March 31st, 2021. Robbery is down 30%, Aggravated Assault is down 50%, Crimes Against Persons is down 43%, Burglary is down 57%, Motor Vehicle Theft is down 50% and Crimes Against Property is down 26%. The average Uniform Crime Report total is down 27%. Officer Schouten noted that businesses and employees are becoming more comfortable calling him. He reported he is also checking for transient camps on vacant lots, cleaning up graffiti as well and working with business with “burns”.

Travis: Do we know if this is a national trend or due to the efforts of Officer Schouten. Consensus was that this is due to SMP Officer program. Staff works closely with Officer Schouten getting Trespass Forms signed and getting owners to install signage.

Kathilynn: We have been working with our sister County PBIDs, Carmichael, Watt and I-80, Antelope, and Florin. While they all have contracts with private security, these PBIDs are experiencing extreme issues with transients, property vandalism and other crime. Together, we are advocating for the elimination of Zero-Bail and reinstatement of the Chronic Nuisance Offender program. Two policies enacted during the Pandemic.

We have had tangible success in the SMP District. Jeff worked with the security at Citrus Town Center and were able to arrest a serial sexual assaulter. He has also taken a few heavy shoplifters off our streets.

Universal Trespass Program and SMP Security App

Julie: We have been approved for our Security App. Right now, we are working on the backend information for the app. This app will give Jeff the ability to report in real-time to SMP staff and property owners and more easily file reports.

FINANCIAL REPORT.....Kathilynn Carpenter

- **Action/Approval: Accept April 2021 Financial Report (ROLL CALL VOTE)**
A motion was M/S/C (Tiffany Clement/ Andy Gianulias) to approve the April 2021 Financial Report.
- **County TOT Grant update:** SMP applied for the Transient Occupancy Tax (TOT) Grant and was awarded \$20,000 to continue COVID related relief for business and property owners. Funds will go toward continuing to provide signage, booth separators, sneeze guards, fencing and tents for outdoor dining and other materials and resources. This is a reimbursement grant and the first year we have received the grant.

MARKETING COMMITTEE REPORT Tiffany Clement

1st Quarter Marking Report will be sent out via email after meeting.

The Next Marketing Committee meeting is TBD.

Current promotions:

- Father’s Day Promotion to start Next Monday, May 17, 2021
- Business Spotlights Facebook Video Posts at Businesses in the District (Every week during 2021.)
- The Discount Reimbursement Program, where SMP reimburses up to \$500 in discounted services or goods is up and running. Two business have completed its discount promotions. Please let us know if any of your businesses would be interested in participating.
- “Dining in the District” One-Sheet to be given out to promote our restaurants and will be emailed to the board once completed.

Looking ahead, as California starts to re-open, we will begin to resume on-site events throughout the District.

EXECUTIVE DIRECTOR/CHAIR UPDATE..... Travis Kimball/Kathilynn Carpenter

Kathilynn gave a brief Citrus Heights HART update. Last month, CH HART worked with Dignity Health the “April Shots & Showers” program. Guests were offered the J&J Covid Vaccine, a shower, a meal, and clothing. HART also received a \$10,000 TOT Grant which will be utilized for homeless prevention by providing rental assistance. Also, HART has contracted with Charlotte House for women, run by Carmichael HART for one room. The Underground Clothing Connection is going well. The next step in working with at-risk students will be a job placement program.

MEETING ADJOURN MEETING Travis Kimball

Mr. Kimball adjourned the meeting at 1:37 pm.

THE NEXT MEETING IS SCHEDULED FOR TBA

Submitted by Kathilynn Carpenter

Approved by Travis Kimball: _____