



SUNRISE MARKETPLACE  
PBID RENEWAL STEERING COMMITTEE/BOARD MEETING  
THURSDAY, JUNE 24, 2021-11:00 AM -NOTE NEW TIME

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

Meeting ID: 394 492 1744 Passcode: 95610

**BOARD MEMBERS/ ROLL CALL ATTENDANCE**

**Present:** Travis Kimball (Chair), Don Tollefson (Treasurer), Greg E Bazarnik, Andrew Gianulias, Ted Mitchell, Wayne Wasulko Natalie Worstein

**Absent:** Tiffany Clement (Vice Chair/MARCOM Chair), Christy DeCelle, Kim Kelley, Colby Young,

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

There were no public comments.

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

- **Action/Approve: May 13, 2021- board meeting minutes. (ROLL CALL VOTE)**  
A motion was M/S/C (Don Tollefson/ Andy Gianulias) to approve the May 13, 2021, board meeting minutes.
- **Action/Approve: Natalie Worstein’s appointment to the office of Secretary. (ROLL CALL VOTE)**  
A motion was M/S/C (Andy Gianulias/ Don Tollefson) to appoint Natalie Worstein to the office of Secretary.

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

- **NEXT Steps /Ballot Process**

We ended up with 60% on our petition campaign and we needed anything over 50%. A special ‘thank you’ to Meghan Huber for obtaining the Sears petition which brought us over the threshold of needed petitions.

City Council will review and should approve a resolution of intention to form the PBID at the Council Meeting tonight. On June 25<sup>th</sup>, City staff will mail out the ballots. We have agreed to pay for postage on the return envelopes. City will note the owner ID on the envelopes to help track and monitor ballot returns. The ballot process requires that there not be a majority protest in order to renew the PBID. The City must receive more YES ballots weighted by assessment amount than No ballots. We are making small changes to the MDP to be approved at the final hearing. We are removing a small parcel located next to Sunrise Rollerland that is slated for apartment development. This parcel is a hot spot for transient activity so it will be good to have it developed and cleaned up.

On August 12<sup>th</sup> there will be a final hearing to form the PBID should the ballot count be favorable. This has been the most difficult renewal in the last 20 years, due to COVID-19 and new property owners who have not been through the renewal process. There has been a lot of great conversations with the new owners. Several owners support and appreciate the BID and what we do at SMP. Once renewed, tax data will be submitted to the County. The new term will begin January 1<sup>st</sup>, 2022 and will run for three years.

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

No major current events to discuss- open to questions.

**KC:** Is there an opening date for Raising Cain drive thru at Hobby Lobby?

**Meghan:** Not yet, but I do know they are moving very quickly.

**KC:** I understand from Sunny Ghai, who owns the KCF building, they are getting ready for construction. Becky from Popeyes, said they will be starting soon as well.

**KC:** It looks like the Mitchell Village development is going well. It looks like people have began to move in. As soon as a few more people move in, we will get some information on the District over to them.

**Meghan:** I do want to touch basis on one of our biggest events happening right now which is the American Rescue Plan Act Funding. Staff gave City Council a short presentation last meeting, to educated on the guidelines, and internal funding. Council has decided to move forward with their recommendations and amended the police budget to the pre-pandemic level. This will help restore 22 of the 27 positions for the next fiscal cycle. We do understand there is an opportunity to recover lost revenue as well. We will be focusing on COVID recovery needs and programs that we can build infrastructure for us to be able to administer to those needs.

**Don:** When is Chris Boyd's last day

**Meghan:** There is not a specific day yet. It is up to a year and based on the position being filled.

**SECURITY UPDATE .....Officer Schouten**

Things are going smoothly in the District. We are doing a good job at making sure transients are not loitering near businesses. There were several issues at former Burger King, former KFC and Brakemaster area. We were unable to see it due to overgrown shrubs. SMP staff was able to get the area cleaned up along with having the shrubs cut back so police officers can see more clearly. Maintenance of these areas, lighting, locked trash enclosures, outlet locks, etc. can greatly mitigate this activity.

**Don:** Kathilynn sent out some photos of the District. One of them included a lot of needles. Are you seeing a lot of drug issues? What is the drug of choice? Where is it happening around the district?

**Jeff:** I do not think we have seen a rise in it, but it is happening. My biggest advice is not reach into bushes/shrubs when doing maintenance. It would be helpful for business to have a "sharps" container and garbage grabbers. The drugs of choice are Meth and Heroin.

**Don:** Where are they getting the drugs?

**Jeff:** They have their connections, but it is cheap and easily accessible

**KC.:** We have not had that many issues with needles, but that area has had the worst of it due to being closed and fenced. We are more focused on keeping the District clean. We do not usually spend money on clean up, but we have more funds from our Covid District support budget.

The District Manager of Brakemaster did a great job at helping us clean up the area. The former Burger King (soon to be Popeyes) and the former KFC (to be Burger King) will be under construction very soon and that will help. SMP staff are working on a business and consumer newsletter to educate about recycling old appliances in hopes that will help with the dumping.

SMP is also working on getting Officer Schouten a permanent reserve, so he is not working alone. We interviewed a private security company to supplement on Officer Schouten's days off. If the BID renews, we will get a budget proposal to the Board.

**DISTRICT MAINTENANCE UPDATE ..... Kathilynn Carpenter**

Discussed above.

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

The June Financial Report was sent out via email prior to the meeting. No major changes- still short about \$29,000 on the assessment which are late pays. The county is usually good about paying us. Prior to Covid, they would pay us the full amount and reserve the right to place liens or collect the late fees. That did not happen this past year.

Our TOT (transient occupancy tax) Grant was approved for \$20,000. The grant has strict guidelines on how the funds can be used. Funds will be used for COVID recovery. This can include signage, masks, outdoor dining improvements and other uses that help a business recover from COVID effects.

- **Action/Approval: Accept May 2021- Financial Report (ROLL CALL VOTE)**

A motion was M/S/C (Andy Gianulias /Wayne Wasulko) to approve the May 2021- Financial Report.

- **2020 Sales Revenue Report**

This report was sent out via email prior to meeting. Looking back at the report to see what has gone on in the past couple years- it is easy to see that the biggest decline in revenues has come from Sunrise Mall. When the PBID formed in 2000, there were 120 stores at the mall, including the pad buildings, kiosks, etc. By 2008 there were about 106 stores. Today there are only about 50, including pads, kiosks, etc. Cannot speak to what the anchors are pulling in but when then mall was healthy, the mall was pulling in about 139 million, including the anchors and inline stores. Last year online spending was up 44% which is the highest annual US economic growth in the last 2 decades.

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

Tiffany Clement was not present, Julie DePrada-Schott gave the update. April and May marketing recap was sent out via email prior to the meeting.

SMP Staff recently participated in its first event for the year. SMP participated in the Farmer’s Market Summer Kick Off. The event showcased the Farmer’s Market, SMP Kid’s Corner, Car Show, Food Trucks, and a live band. There was a great turn out even with high temperature. Good Day Sacramento came out and did a live broadcast along with a story in the Sentinel. We have four more enhanced Farmer’s Market events that SMP will be participating in. Right now, staff is working on a Back-to-School event which will take place at the end of July.

Our next MARCOM meeting will be in the next three weeks. We still have the Discount Reimbursement Program and looking for business to participate.

**New Business ..... Travis Kimball**

Questions:

**KC:** Meghan, when will the City resume in-person Council Meetings?

**Meghan:** There hasn’t been a set date yet. We are working through regulations right now because Public Health requirements are not the same as OSHA requirements. This should be resolved in the next few Council Meetings.

**KC:** Is the board okay with continuing Zoom meetings?

**Andy:** When will we be going back to in-person meetings?

**KC:** It is up to the board. SMP staff decided to not go back into our office as it is not safe on that end of the mall, along with our air conditioner breaking. We are in the process of looking at other spaces. Once we find something, staff will submit a proposal to the board. We can do a hybrid for the board meetings, for those who cannot make physical meetings.

**Don:** Is there a place for us to meet at the City?

**KC:** We could, but we would have to pay for the meeting space.

**MEETING ADJOURN MEETING.....Travis Kimball**

Mr. Kimball adjourned the meeting was adjourned at 11:59 am.

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

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