



SUNRISE MARKETPLACE  
PBID RENEWAL STEERING COMMITTEE/BOARD MEETING  
THURSDAY, AUGUST 19, 2021-12/NOON -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

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**Board Members**

**Present:** Travis Kimball- Chair, Tiffany Clement- MARCOM Chair, Andrew Gianulias, Kim Kelley, Ted Mitchell, Natalie Worstein

**Absent:** Don Tollefson- Treasurer, Greg Bazarnik, Christy DeCelle, Wayne Wasulko, Colby Young

**Guests**

**CHPD:** Chief Ron Lawrence, Commander Alex Turcotte, Commander Jason Russo, Lt. Chad Morris, Sgt. Seth Cimino, Officer Jeff Schouten

**Staff Present:** Kathilynn Carpenter, Mikhaila Freas

**CALL MEETING TO ORDER** ..... Travis Kimball  
The meeting was called to order at 12:04 by Travis Kimball. There is no quorum.

**PUBLIC COMMENTS**..... Travis Kimball  
None

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

- **Action/Approve: June 24, 2021- board meeting minutes. (ROLL CALL VOTE)**
  - Continue the Action/Approval items as no quorum present.**
- **Staff Update**
  - Julie DePrada has resigned to become the Executive Director for the Carmichael Chamber. Staff does plan to hire for the position but do expect it to take some time given the existing labor market.

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

The PBID was officially renewed at the Aug 12<sup>th</sup> council meeting. Of the ballots received, 96%, representing \$440,000, voted YES for renewal, four ballots, representing \$14,000, voted NO for renewal. We had a great response, but we do plan on reaching out to those who opposed to make sure we can see how to best make the PBID work for them. There is a 30-day review for owners to file any illegal complaints.

- Sunrise Tomorrow Project: Sunrise Mall Specific Plan and EIR
  - Meghan was not able to attend the meeting.
  - Main goal with this topic is to be more engaged now that renewal is complete. This plan affects all owners in the District, as the Sunrise Mall is a major anchor. We are looking for feed back from the board; what is our role? How involved do we want to be? The City is our partner and we want to support them, but we also have an obligation to represent Namdar.
  - Natalie: A lot of ownership's concerns with the plan are the land use designations which includes 960,000 square feet of office, residential and hotels with a limited amount of retail uses allowed. No drive-thru uses are permitted. This would hinder Namdar's ability to bring in businesses or develop the land in a cost-effective manner. Attracting developers with the restrictions will be challenging. We had deals with big-hitter drive-thru businesses and with these restrictions we are unable to do that. We want to work with the City, we want to improve the mall and be a good community member, but the plan is too inflexible.
  - Kathilynn: Please review the plan and at the next meeting we will discuss what the PBID's official stance will be on the project. There is a lot of misinformation about the mall closing. We would like to see clear communication from the City to the public. Once the plan is approved, it becomes part of the zoning code. All materials have been distributed to the board, along with Kathilynn's comments on the plan.
  - Tiffany: Would Namdar have to renovate?
  - Kathilynn: No, this is a plan, if owners would like to make changes, they must follow the plan. They do not have to make changes if they are not so inclined.
  - Tiffany: I mean for Macy's and JCPenney?
  - Kathilynn: No, the plan allows the two anchors to remain.
  - Tiffany: We will have this multi-million-dollar plan with old structures for Macy's and JCPenney?
  - Kathilynn: Yes, potentially, but the plan works best if everyone participates with the development of the site.
  - Travis: What happens if all the owners are not on board?
  - Kathilynn: I am not sure. We are hoping at the next meeting that Meghan can address all our questions and have more information then on the approval process.

A new tenant, Chuze Fitness, will be moving into the former Sports Authority (Marketplace at Birdcage). It is a value priced gym and will be a good addition to the center. It will open in 2022.

**SECURITY/MAINTENANCE UPDATE.....** Officer Jeff Schouten

Chief Ron Lawrence announced he has accepted the police Chief job at Costa Mesa Police Department. His last day will be September 7<sup>th</sup>. The board thanks Chief Lawrence for his service and wished him luck in his new position.

Officer Jeff Schouten reminded property owners to have their business Wi-Fi secured with a password, this would help keep people from staying on site to access internet. Also locking up outlets, cutting overgrown shrubs and improving exterior lighting. Officer Schouten has removed a significant amount of graffiti throughout the District.

Kathilynn: Officer Schouten and Sgt. Cimino plan on doing a CPTED- Crime Prevention Through Environmental Design tips video for our businesses, along with a newsletter. We have also been offering to help businesses with repairs such as broken windows, hauling abandoned items- first come first serve, contingent on our budget. We are continuing to work with our County PBIDS on the Zero-Bail effort. We will update you when more information is available.

We would like to add a dedicated reserve to work alongside Jeff. We will be interviewing with private security companies to work on the weekends. We are going to survey our owners to see what times they are seeing the most activity.

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

Report was sent out, there were no major variances. We were approved for the reimbursable \$20,000 Sacramento County TOT Grant. We are using this money for Covid support such as new umbrellas (Beach Hut Deli), fencing (Inferno Chicken), and others. If you need anything for your business, please contact us.

- **Action/Approval: Accept July 2021- Financial Report (ROLL CALL VOTE)**
  - Continue the Action/Approval items as no quorum present.**

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

As stated before, we are working on getting Julie’s position replaced, until then Mikhaila has been working on social media and website management. We are still working on our Facebook Business Spotlights, which are doing very well. Our Back-to-School Event was well attended and received media coverage from Good Day Sacramento. We are leveraging our partnership with the Farmer’s Market to activate some upcoming events: Tomato Taste Off, Trunk or Treat, Harvest Fest and a Winter Holiday.

We will continue to promote other events in the District, along with our Magical Moments. We are also working with Marketplace at Birdcage for a Wide Open Walls mural project. Lastly, we have teamed up with the Citrus Heights Chamber, City of Citrus Heights, and the Sunrise Mall for a Job Fair on October 5<sup>th</sup> at the Sunrise Mall.

Tiffany: Are we continuing with our utility wrap project?

Kathilynn: Yes, we would like to. We need to discuss budgeting during our next MARCOM meeting.

MEETING ADJOURN MEETING.....Travis Kimball

The meeting was adjourned by Mr. Kimball at 12:41pm.

*THE NEXT MEETING IS SCHEDULED FOR TBA*

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

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

