



SUNRISE MARKETPLACE
BOARD OF DIRECTORS MEETING
THURSDAY, DECEMBER 9, 2021-1:00 PM
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- Vice Chair & MARCOM Chair, Don Tollefson- Treasurer, Christy DeCelle, Andrew Gianulias, Kim Kelley, Ted Mitchell, Natalie Worstein

Absent: Greg Bazarnik, Colby Young, Wayne Wasulko

Guests

Sgt. Seth Cimino, Lt. Wesley Herman, Officer Jeff Schouten, Meghan Huber, Regina Cave, Leslie Blomquist

Staff

Kathilynn Carpenter, Lisa Cordell, Mikhaila Freas

CALL MEETING TO ORDER Travis Kimball

The meeting was called to order at 1:07pm by Travis Kimball.

PUBLIC COMMENTS Travis Kimball

None

ADMINISTRATIVE Travis Kimball

- **Action/Approve: October 28 board meeting minutes. (ROLL CALL VOTE)**
A motion to approve October 28, 2021 board meeting minutes was (M/S/A Tiffany Clement/Don Tollefson)

CITY OF CITRUS HEIGHTS Meghan Huber

- BIRD Scooter (Regina Cave & Leslie Blomquist)
 - PowerPoint is attached. Bird Scooter has interest in launching program in Citrus Heights. BIRD Scooter is a dock-less scooter share system. Have been working for the past year with police department and other cities that have the program, to see if it would work for Citrus Heights. Looking for feedback from Sunrise Marketplace.
 - The City of Sacramento currently uses Bird, Lime, Jump, and Razor. The City of Rancho Cordova is in the process of contracting with WhiteFox.

- Bird's Program:
 - Must be 18 years (photo of driver's license required), Dock-less systems (nests), Incentives for helmet use. Geofencing, and End of Ride Requirements.
- Sacramento Feedback:
 - Business owner feedback is mixed. Old Sac is not a fan, but Midtown loves them.
 - ADA issued 17,000 violations in a 20-month period (leaving scooters on sidewalks)
- Citrus Heights Draft Requirements:
 - 6-month pilot program
 - 4AM-midnight
 - 15mph speed limit
 - 2-hour Response Requirement
- Feedback:
 - Tiffany Clement noted that her property in Rancho Cordova voted "no" on partnering with the Scooter Program due to liability, no benefit to the center.
 - Don Tollefson said he recently visited Downtown and explained the scooters are left everywhere on the sidewalks, making it hard to walk through Downtown.
 - Lisa Cordell stated that the Stockton Blvd Partnership participated in the program and received many complaints about scooters being parked on sidewalks, lawns, handicap ramps. There were issues with homeless taking them apart for parts. Also, safety concerns with the rider on sidewalks and not wearing helmets.
 - Natalie Worstein has concerns with how the scooters would work in Citrus Heights with it being congested with traffic, transient activity, and lack of CHPD resources.
 - Kathilynn Carpenter asked for CHPD feedback. Leslie stated the concerns are riding at high speed, potential for homeless to have access to them and cause damage.
- Conclusion: Scooter program is not a good fit for Sunrise MarketPlace currently. Potentially revisit when mall development happens.
- ARPA Funding (Meghan Huber)
 - Provides funding for Covid recovery with strict federal guidelines. City is receiving \$15 million, administered in two sections. The first disbursement was received in July 2021 and second disbursement will be received in May of 2022. An allocation of \$5.3 million was used to restore CHPD staffing. Now working on phase two for programs including: assisting businesses with Covid recovery. City Council requested staff get feedback from businesses regarding their needs. City issued a business facing survey to gather information from the businesses. The City has until 2024 to allocate funds.

- Next Steps Sunrise Tomorrow Project: Sunrise Mall Specific Plan and EIR (Meghan Huber)
 - Sunrise Mall Specific Plan’s environmental impact report was approved. Second hearing related to the EIR is scheduled for tonight. The plan is ready and available to be leveraged for development. Projects can be submitted at any time. City’s next steps are to have development conversations with all owners and find development partners. There as been great feedback from owners and potential developers.

BOARD OF DIRECTORS & OFFICERS 2022 SLATE..... Travis Kimball

- **Action/Approval: Review and approve 2022 Slate of Board of Directors and Officers - (ROLL CALLVOTE)**
Travis amended the motion to include Kim Kelley as the Secretary for the 2022 Slate of Board of Directors.

A motion to approve the 2022 2022 Slate of Board of Directors including Kim Kelly as the Secretary was (M/S/A Don Tollefson/Andy Gianulias

SECURITY/MAINTENANCE UPDATE Officer Jeff Schouten

- **Cimino:** Introduced Lt. Westly Herman. Lt. Herman is the new Lieutenant for the Special Services Divisions, which oversees the Special Operations Unit. Lt. Chad Morris has transferred to Professional Standards and Trainings Unit.
- **Officer Schouten:** There has been a spike in homelessness, but camps are down 71% and panhandling is down 44%. During the Holiday PD is stepping up their visibility at the businesses, deploying “ghost cars” and continuing outreach to businesses on how to prevent theft. As the weather gets colder, finding a lot of our vacant businesses are being broken into. Working with businesses to get keys to continue checking for transient activities.

SMP is running a trial with two separate armed, private security companies to beef up holiday security and find a company to work with next year. Staff will make a recommendation for additional security at the next Board meeting. Kathilynn will also be working with CHPD to renew the contact after the first of the year.

2022 PRIORITIES Kathilynn Carpenter

Kathilynn reviewed 2022 marketing priorities and a list of proposed special events. There was no board feedback. Showing benefit and accomplishments is more important now with the shortened three-year term. We will be back in renewal in 18 months, which we also need to budget for.

FINANCIAL REPORT Kathilynn Carpenter

- **Action/Approval: Accept November Financial Report and 2021 Forecast- (ROLL CALL VOTE)**
Continue due to QuickBooks and Payroll issues
- **Review and provide Feedback for 2022 budget and 2023-2024 budgets**
Continue due to QuickBooks and Payroll issues
- **Financial Compilation and Tax Return distributed.**

SMP COWORKING PROJECTKathilynn Carpenter

Kathilynn explained why we would not move forward with Co-Working concept. With a three-year term there is not time to amortize the costs which would be approximately \$50,000 - \$60,000. With renewal coming up in 18 months, not best way to spend property owner’s tax assessments. Staff is continuing to look for new office space. Current space has no HVAC.

MARKETING COMMITTEE REPORT Tiffany Clement

We previously distributed October Recap and send out November recap tonight. Main points from November and previous months this year:

- The Headquarters concept (Back To School, Halloween, Holiday Headquarters) strategy works well in drawing traffic to the website
- Contests and events continue draw most traffic to social media and website
- Business Spotlights get a lot of engagement on Instagram
- The 21 days of Advent gift card giveaway which started December 1st has been extremely successful with between 120- 220 comments on each post.
- Consumer Newsletters in November doubled industry average rates with 36 – 41% open rates. Click through rates were also higher at from 2.8 -4.4%
- Working on digital media audit, reviewing analytics to determine best strategies for 2022. The challenge with website contests is lower number of new users. We do have a lot of loyal return customers for the contests, but we’d also like to speak to new people.

MEETING ADJOURN MEETING Travis Kimball

The meeting was adjourned by Mr. Kimball at 2:35 pm.

Submitted by Kathilynn Carpenter

Approved by Travis Kimball: _____