



SUNRISE MARKETPLACE BOARD OF DIRECTORS MEETING

THURSDAY, MAY 12, 2022-1:00 PM

5750 Sunrise Blvd (Conference Room First Floor)

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

Present: Tiffany Clement- Chair, Natalie Worstein- Vice Chair & MARCOM Chair, Don Tollefson - Treasurer, Andrew Gianulias, Ted Mitchell, Christy DeCelle

Absent: Kim Kelley- Secretary, Colby Young, Greg Bazarnik, Wayne Wasulko, Travis Kimball

Guests

City: Meghan Huber

CHPD: Sgt. Seth Cimino, Officer Jeff Schouten, Officer Carlos Minero

InterCal: Kareem Daniels

Staff

Kathilynn Carpenter, Lisa Cordell, Mikhaila Freas

CALL MEETING TO ORDER.....Tiffany Clement

The meeting was called to order at 1:08 by Tiffany Clement.

PUBLIC COMMENTS..... Tiffany Clement

There were no comments.

AB 361 FINDINGS FOR VIRTUAL MEETINGS..... Tiffany Clement

- The gubernatorial state of emergency is still in effect.
- SMP has considered or reconsidered the circumstances of the state of emergency and state officials are recommending social distancing measures.

A motion to make the above findings was (M/S/A Don Tollefson/Andrew Gianulias).

ADMINISTRATIVE Tiffany Clement

A motion to approve the March 24, 2022, Board Meeting minutes was (M/S/A Don Tollefson/Andrew Gianulias)

CITY OF CITRUS HEIGHTS Meghan Huber

ARPA: The initial business grant program was under subscribed and at this time there will not be another round of funding under their program. Nonprofits were not included in that round of funding.

At the May 26 Council Meeting, Staff will present guidelines for the allocation of the remainder of ARPA funds. During a Strategic Planning session with Council, four focus areas were identified: Community Image, Economic Development; Community Connection and Infrastructure Maintenance.

Community Image will focus on mitigating homelessness; blighted properties; blight and illegal camps on public property, awareness campaigns and law enforcement strategies. One strategy is to implement a Beautification Crew for public areas.

Economic Development will focus primarily on executing the Sunrise Tomorrow Specific Plan at Sunrise Mall as well as business retention and attraction.

Community Connection will focus on creating events and other ways to connect the Community.

Infrastructure Maintenance will focus on maintenance and beautification.

Mark your calendars for Sunday, September 25th, for Sunday Funday at Rush Park. The City will also be celebrating their 25th Anniversary.

SECURITY Officer Jeff Schouten

A crime statistics report for January thru April 2022 was distributed.

Reserve Officer Carlos Minero: Comparing Jan 1 -May 1, 2021, to Jan 1-May 1, 2022: Overall crime is down.

Top criminal complaints were shoplifting, peak crime days are Thursday-Sunday, and peak crime times are between 2:30pm and 8:30pm. The top criminal areas are: SMP areas North of Greenback Ln., MarketPlace at Birdcage, and SMP areas South of MAB. The top five businesses targeted are: Target (9 incidents), Lowe’s (6 incidents), Rite Aid (5 incidents), Barnes & Noble (4 incidents), and Macy’s Women (4 incidents).

The total calls for homeless related issues have increased in 2022. Calls for camps has increased by 17. The top services areas are: areas North of Greenback Ln. (BevMo, Starbucks, BlackAngus, Velencia’s, Marshalls), areas Southeast of MAB (McDonalds, El Tapatio, RiteAid, CA Fish Grill, Kenny G) and Marketplace at Birdcage (Walgreens, Vitamin Shoppe, Dimple Records, Dollar Tree, Ulta)

DISTRICT MAINTENANCE UPDATE..... Kathilynn Carpenter

City Wide is up and running, Monday through Friday, 12pm-3pm. If you have anything that needs to be cleaned up, please contact Kathilynn and she will send them out.

Report (March 14th – April 30th):

- 107 Shopping carts removed/returned to businesses
- 27 bags of trash collected
- 24 locations with graffiti cleaned and painted
- 15 dumped items removed (includes 5 tires)
- 8 hazardous items removed

Lisa is working on a SMUD Grant to help get the lighting updated in our vacant buildings.

FINANCIAL REPORTKathilynn Carpenter

We are on track as far as income is concerned. We did receive ARPA funding, which we will be using for our security and porter services.

- **Action/Approve: Approval of April Year-To-Date Financial Report. (ROLL CALL VOTE IF REMOTE ATTENDEES)**

A motion to approve the April Year-To-Date Financial Report was M/S/A Don Tollefson/Christy DeCelle)

MARKETING COMMITTEE REPORT Natalie Worstein

March Overview:

Instagram - This month saw a small increase in audience size. Engagement was higher this month due to due to the “Where is Lucky” contest.

Facebook - Engagement was higher this month even with contests running on the website and Instagram. Brews in the Burbs helped spike engagement

Website - March was a much more active month in general but the most noticeable stat is the Page views rose to 20,000. This would be due to the success of the Lucky Online Scavenger Hunt asking people to search the site and find the pot of gold.

March Contest Recap:

Find the Pot of Gold contest ran from March 1 through March 20. Each week we placed Lucky’s Pot of Gold on a new business on our website. Consumers were given one clue on FB and then had to search for the Pot of Gold. The winner received a \$100 gift card. We had a total of 638 sign-ups, 77 of which were new.

Website analytics revealed 3,864 new users which were up 1,186 from February.

April Overview:

Instagram - This month saw a small increase in audience size at plus 28.

Facebook- Engagement was slightly higher even with contests running on the website.

Website - Users over doubled this month with 8,168.

April Contest Recap:

Instagram- Easter Basket Giveaway - Each week, consumers had the chance to win a new basket filled with 5-\$25 gift cards to businesses in the District. The post received 374 Likes, 4443 Comments, and 442 Contest Entries.

Website - Easter Bunning Coloring Page - The contest ran from March 21 through April 17. Two children were randomly selected every Monday and received a \$50 gift card to a business at the Sunrise Mall. There were 98 Contest entries.

Mother’s Day Package Giveaway – Contest included a chance to win a Mother's Day package with three gift cards: \$250- SHOP, \$100-DINE, and \$50 DO. The contest ran from April 18 through May 3. There were 607 Contest Entries.

April Events:

Farmers Market - On Saturday, April 9, Sunrise MarketPlace participated in the Sunrise Mall Farmer’s Market- “Spring Has Sprung” event. SMP staff had a booth with a Plinko game, provided live music, and bounce house entertainment for kids.

Car Show - On Saturday, April 9, Sunrise MarketPlace participated in the Cappuccino Cruiser’s-” Spring Fever” event which benefited the Shriners Hospital at Texas Roadhouse.

Protective Gear Drive - SMP teamed with Deep Roots of Ukraine for a donation drive on April 16. We collected over 4000 items and received great media coverage from Channel 13, CBS News and others.

May:

Brews in the Burbs: May 21: The marketing campaign will include 6 radio stations; a digital campaign with Comcast and promotions on Social Media Platforms (Instagram and Facebook) to drive ticket sales and promote the event.

June:

Father’s Day Gift Card Giveaway! 1 Lucky winner will have the chance to win a Father’s Day package filled with 3 gift cards to predetermined businesses in the District.

Flash Friday Giveaway! Each Friday morning, we will post a \$75 dining Gift Card.

MEETING ADJOURN MEETING Tiffany Clement

The meeting was adjourned by Tiffany Clement at 1:47pm.

Submitted by Kathilynn Carpenter

Approved by Tiffany Clement: _____