



SUNRISE MARKETPLACE BOARD OF DIRECTORS MEETING
THURSDAY, FEBRUARY 16, 2023, NOON

SMP Office 8095 Suite D Greenback Lane Citrus Heights

<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: Tiffany Clement- Chair, Don Tollefson -Treasurer, Kim Kelley- Secretary, Andrew Gianulias, Ted Mitchell, Colby Young, Greg Bazarnik, Brooke Bolden-Mallory

Absent: Christy DeCelle, Phil Jarret

Guests

City: Meghan Huber, Marijane Lopez

CHPD: Sgt. Seth Cimino, Officer Jeff Schouten

InterCal: Kareem Daniels

Nor-Cal Security: Bill Hubbs

Keith Sippola

Staff

Kathilynn Carpenter, Lisa Cordell, Mikhaila Freas

CALL MEETING TO ORDER.....Tiffany Clement

The meeting was called to order at 12:06 by Tiffany Clement.

PUBLIC COMMENTS..... Tiffany Clement

There were no public comments.

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

Governor Newsome will be announcing new guidelines for meetings. In the future we will need to have a quorum onsite.

- SMP Board of Directors makes the following findings in accordance with AB361
 - 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.

Action/Approve: Make AB361 Findings. (ROLL CALL VOTE IF REMOTE ATTENDEES)

A motion to approve the Make AB361 Findings was (M/S/A) Kim Kelley/Andrew Gianulias

ADMINISTRATIVE..... Tiffany Clement

- **Action/Approve: November 9, 2022, Board Meeting Minutes. (ROLL CALL VOTE IF REMOTE ATTENDEES)**

A motion to approve the November 9, 2022, Board Meeting Minutes was (M/S/A) Don Tollefson/Andrew Gianulias

- **Review of AB 2449 Hybrid Meetings. Emergency Order expires February 28, 2023**
- **Accept Wayne Wasulko’s resignation from the Board of Directors. (Mr. Wasulko sold his office building and is no longer a property owner in the District.**

Since Mr. Wasulko is no longer a property owner in the District, his office seat is open. We would like to talk to Kristopher at the 5750 Executive Suites office building. It was also recommended to speak with the incoming See’s office space as well.

CITY OF CITRUS HEIGHTS Meghan Huber

- At the March 9th City Council meeting, council will be discussing a new ordinance which will limit the use of massage licenses for new businesses.
- Business Attraction Incentive Program: the \$1 million grant program is subsidized with ARPA funds and will be available through June 2024. Council will vote on the program at the March 23rd meeting.

The grant will target specific industry categories including:

- Restaurants – restaurants, bars, coffee, and tea shops (national chains do not qualify)
- Breweries and other craft beverage businesses, brewpubs
- Entertainment – such as bowling alleys, movie theaters, and entertainment venues
- Businesses that serve to diversify the City’s economic base and/or enhance community

SECURITY & MAINTENANCE.....Officer Schouten

Sgt. Cimino advised that crime stats are not currently available as the crime analyst has left. The report should be available by the next meeting.

- **Commercial Vehicle Zoning Ordinance:** There have been major concerns with large commercial trucks parking in residential areas. One of the biggest problem areas is Sunrise Vista Drive where the residents in the adjacent apartment buildings have been parking their semi-trucks and trailers on the street. This obstructs the view of drivers blocks business signage. The ordinance will only be in place for residential areas, not businesses. It will be up to the business to say yes or no to commercial vehicles being on their property.
- **Public Safety Committee/ Public Safety Meeting:** We will be hosting our first Public Safety meeting on February 24th at 1pm. We encourage each property’s LP’s, and private security to join. The meeting will be led by Officer Jeff Schouten and Nor-Cal Security. This will be a great way for everyone to network, find the issues, tips on CEPTED and give feedback.
- **CP TED Grant-** Staff applied for a security grant through SMUD. The funds will be used on targeted problem properties which experience significant property vandalism and residents dumping items and debris. Funds will be used to implement CP TED assessments, purchase cameras and lighting.

ECONOMIC DEVELOPMENTKathilynn Carpenter

SMUD Business Attraction Grant: This is a \$10, 000 restricted grant to attract tenants to our vacant buildings. Staff is developing a landing page for the website, and a digital brochure with stats and data for brokers and others.

FINANCIAL REPORT..... Kathilynn Carpenter

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

A motion to approved the Year-End Forecast Financial Report was (M/S/A) Don Tollefson/Andrew Gianulias.

- **Action/Approve: Approval of draft 2023 Budget. (ROLL CALL VOTE IF REMOTE ATTENDEES)**

A motion to approve the draft 2023 Budget was (M/S/A) Andrew Gianulias/Don Tollefson.

- ~~**Action/Approve: Guidance for Director to research 401K program. (ROLL CALL VOTE IF REMOTE ATTENDEES)**~~

- ~~**Action/Approve: Staff direction for setting up a 401 K program with or without employer contribution. (ROLL CALL VOTE IF REMOTE ATTENDEES)**~~

Discussed the 401 K allocation under budget approval.

MARKETING COMMITTEE REPORTLisa Cordell

- First Quarter Marketing and Events
- Events:
 - Sunrise Marketplace participated in the annual Boot Drive Safety Fair on February 5th.
 - Marketplace at Birdcage is hosting a Health and Wellness Market on February 18th.
 - Sunrise MarketPlace is gearing up for the 3rd Annual Brews in the Burbs, on May 20th.
- Website Contesting:
 - **Chuze Fitness Membership Contest (January):** Promote health and wellness and the new gym in the district in our DO month. The winner received a one-year membership plus training package to Chuze Fitness Citrus Heights.
 - **V-Day \$500.00 Gift Card Package (February):** All jewelry stores and restaurants were listed on the contest page. Individuals were asked to sign up through an online web form for a chance to win a \$300 Jewelry and a \$200 Dinner.
 - **Find the Lucky Leprechaun’s Pot of Gold on the SMP Website (March):** Increase traffic and click counts on the SMP website and bring awareness to SMP businesses. SMP will provide a \$100 Gift Card Per Week.

- Instagram Contesting
 - **V-Day Gift Card Package (February):** \$250 Comment Contest -Tell us about your significant other! What do you LOVE about them? Winner received \$100 a dine gift card front he choice of Texas Roadhouse, Red Lobster, Olive Garden, Black Angus, India Oven, Boston’s Pizza, a \$50 Bevmo, a \$50 See’s, and a \$50 Target
 - **St. Patrick’s Day (March):** Find the Lucky Leprechaun in the District for a chance to win a \$75 gift card to that place. Starting March 1st through March 17th, Staff will visit predetermined businesses in the District with Lucky, snap a photo, and post the riddle for consumers to guess what SMP business he is at. One lucky winner will win Lucky’s Pot of Gold on March 17th.

- Facebook Contesting:
 - New Year New Me Contest (January): 21 day calendar of things to improve and target places in the district for a chance to win a \$50 gift card. The objective of the comment contest is to help build engagement on SMP Facebook and increase followers. Drive traffic to stores located within the district.
 - A month of LOVE Comment Contest (February): Each week (3) lucky winners can choose a \$100 gift card to a restaurant in the District.

- Second Quarter Preview
 - **Easter Bunny Coloring Contest (April):** Break out your crayons, markers, or coloring pencils, as it is time for the 2023 Easter Coloring Contest. Brought to you by Sunrise MarketPlace and Sunrise Mall. We would love to see how you make his coloring sheet stand out. Two winners will receive a \$50 gift card.
 - **Mother’s Day Gift Card Giveaway! (May):** Mom deserves the world! Make your Mother’s Day special with a Mother’s Day gift card package. One (1) Lucky winner will have the chance to win three (3) gift cards to predetermined businesses in the District, worth \$400! The winner will receive (1) \$250 JcPenney gift card, (1) \$100 Red Lobster gift card, and (1) \$50 VIP Nails gift card.
 - **Father’s Day Gift Card Giveaway! (June):** Dads are our superheroes! Make your Father’s Day special with a Father’s Day gift card package. One (1) Lucky winner will have the chance to win three (3) gift cards to predetermined businesses in the District, worth \$400! The winner will receive (1) \$250 Lowes gift card, (1) \$100 Black Angus gift card, and (1) \$50 Super Cuts gift card.
 - **Brews in the Burbs (Now through May):** Landing page is up and will be updated with the logos of the Brewers who are attending as well as the activities, food trucks, information about the event, and a button to purchase tickets.

MEETING ADJOURN MEETING..... Tiffany Clement
 The meeting was adjourned at 1:23 PM.

Submitted by: Kathilynn Carpenter

Accepted: _____
 Tiffany Clement, Chair