



SUNRISE MARKETPLACE BOARD OF DIRECTORS MEETING
THURSDAY JUNE 8, 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, Brooke Bolden-Mallory, Greg Bazarnik, Phil Jarret, Ted Mitchell

Absent: Christy DeCelle, Colby Young

Guests

City: Councilmember Marijane Lopez-Taff CHPD: Sgt. Seth Cimino, Officer Jeff Schouten

Nor-Cal Security: Bill Hubbs

Citrus Heights Vet Hospital: Eric Brickson, Kim Hunter

Macy's: Mike Kinnaird

Staff

Kathilynn Carpenter, Lisa Cordell, Mikhaila Freas

CALL MEETING TO ORDER Tiffany Clement

The meeting was called to order at 12:10 by Tiffany Clement.

PUBLIC COMMENTS Tiffany Clement

There were no public comments.

ADMINISTRATIVE Tiffany Clement

- **Action/Approve:** *Just cause for remote participants (must participate visually and audibly)*

N/A

- **Action/Approve:** *April 13, 2023, Board Meeting Minutes.*
A motion to approve the April 13, 2023, Board Meeting Minutes was (M/S/A /Phil Jarrett/Don Tollefson).
- **Action/Approve:** *May 11, 2023, Board Meeting Minutes.*
A motion to approve the May 11, 2023, Board Meeting Minutes was (M/S/A /Phil Jarrett/Greg Bazarnik).

- **Action/Approve: Update to U.S. Bank authorized signers. (ROLL CALL VOTE IF REMOTE ATTENDEES)**
 - **Remove Susie Rodgers, Travis Kimball and add Tiffany Clement, Kimberly Kelley. Retain current signers, Don Tollefson and Kathilynn Carpenter.**

A motion to update the U.S. Bank authorized signers was (M/S/A /Phil Jarrett/Brooke Bolden-Mallory).

CITY OF CITRUS HEIGHTS Meghan Huber

Meghan was not able to attend. She relayed her report to Kathilynn: The City has been aggressively promoting the Business Incentive Attraction grant program (see attached). The program received significant media coverage. Several potential breweries have reached out to Meghan after seeing the media coverage. We have also spoken with a brewer, but we do not have a space to accommodate him yet. Please let us know if you have available space that that would accommodate an eligible business and would like assistance with the program, please contact Kathilynn or Meghan directly.

SECURITY & MAINTENANCE Carpenter/Officer Schouten

- May Security Report
 - Officer Schouten report: Comparison January 2023 – May 2023
 - Burglary/Theft from Vehicle has increased 15%
 - Robbery has increased 67%
 - Shoplifting has decreased 12%
 - Stolen Vehicles has decreased 50%
 - Homeless Camps have decreased 30%
 - Loitering has increased 54%
 - Panhandling has increased 100%

- Kathilynn Private Security Report: May 2023

Arson:	2
Business Clearing & Foot Patrol:	5
Disturbances (violent & non-violent):	11
Drugs/Alcohol/Mental Health/Medical:	3
Porter Assist: Camps/Graffiti	11
Theft: Prevention/Recover & Assistance:	35
Transients/Trespassing, Camps & Vandalism:	84
Vehicle Incidents:	5

Nor-Cal Security interacted with a total of 199 individuals.

Although trespassing and transient issues were a little lower in May from April, we are seeing transients and shop lifters become more aggressive. We are still dealing with our hot spots, former Marie Calendar's, Sunrise Mall, and Market Place at Birdcage, with an uptick at Firestone-Greenback and Sunrise Plaza- Footy Rooty.

The former Marie Calendar's continues to be one of biggest issues. We have been working with them to have continuous lawn maintenance and they are now responsible for boarding up the building. The City has also allowed them to fence up the back patio which should help with the break ins.

- May Maintenance Report

Bags of trash:	53
Shopping Cart returns:	50
Items (furniture, mattresses etc.) removed:	29
Hazardous Material Removed:	10
Needles Removed:	13
Graffiti Tags removed:	14

Staff will present a cost/benefit analysis of bringing the porter service in house as a part of the Renewal. We currently pay \$5,000 monthly (\$60,000 annual) for 20 hours per week of porter service.

- Clean & Safe Guide -We are working on a clean & safe guide for our website with information for businesses.

FINANCIAL REPORT..... Kathilynn Carpenter

Action/Approval: Transfer \$250,000 into 6-month CD at 4.5%. (ROLL CALL VOTE IF REMOTE ATTENDEES)

A motion to transfer \$250,000 into 6-month CD at 4.5% was (M/S/A /Kim Kelley/Don Tollefson).

PBID RENEWAL..... Kathilynn Carpenter

Receive feedback on District (boundaries, assessment rate, tenure, and Renewal timeline.

Staff met with Civitas to start the Renewal process. Terms proposed:

- Slight increase in rate. Retail will increase from 6.69 cents per square foot of land to 7 cents, with office increasing from \$3.69 cents to 4.5 cents per square foot. Office has always been half with the understanding that they do not fully benefit from Marketing/ Events. However, since we added clean and safe programs, the benefit analysis increases for offices.
- Proposed 10- year term (2025-2034).
- Expanded boundaries. Expanding the existing boundaries allows the PBID to increase annual assessment revenue without a large assessment increase for existing property and business owners. See Map attached for areas of expansion which include some parcels in the County. It is not unusual for PBIDS to cross jurisdictions. Officer Schouten would not patrol or respond to calls in County areas as he would not have jurisdiction to do so. Nor-Cal Security would have responsibility in those areas.

The Board was in agreement with the terms outlined above.

MARKETING COMMITTEE REPORT.....Mikhaila Freas/Kathilynn Carpenter

- May Marketing Recap / May Marketing
 - **Mother’s Day:** From April 17th through May 7th, one lucky winner had the chance to win three gift cards to predetermined businesses in the District, worth \$400! The winner received a \$250 JCPenney gift card, a \$100 Red Lobster gift card, and a \$50 VIP Nails gift card. The contest received 516 entries.
 - **Brews in the Burbs Ticket Giveaways:** Starting April 24th through May 15th consumers had the chance to win VIP or GA tickets on our Facebook & Instagram. We gave out 8 VIP tickets and 34 General Admission tickets. In total the giveaways received 350 entries.
 - **Events in the District:**
 - Mall: The American Crown Circus & Circo Osorio came to the Sunrise Mall from May 4th -May 8th.
 - Starbucks Drive-Thru (Greenback): On Wednesday, May 10th, Citrus Heights PD hosted “Coffee with a Cop” at the Starbucks Drive-Thru on Greenback Lane.
 - Citrus Town Center: On Saturday, May 13th, Citrus Town Center hosted their Springaling Party. The event included crafts, balloon characters, face painting, dance party, giveaways and more!
- Brews in the Burbs Recap- May 20, 2023
 - On Saturday, May 20th, Sunrise MarketPlace hosted the 3rd Annual Brews in the Burbs Brewfest. The event included over 20 breweries, 1 winery, 1 distillery and 3 craft vendors. Consumers enjoyed unlimited tastings, backyard games, axe throwing, photo booth, food trucks and live music from Thunder Cover.
 - Gross Ticket Sales Decreased 20%, but were still up 43% from year one in 2019.
 - Tickets Sold Decreased by 15%, however we still had over 675 in attendance.
- Public Art- Murals- SMP received a \$20,000 grant to assist business and property owners with the installation of murals.

MEETING ADJOURN MEETING.....Tiffany Clement

The meeting was adjourned at 1:35pm.

Submitted by: Kathilynn Carpenter