



SUNRISE MARKETPLACE BOARD OF DIRECTORS MEETING
TUESDAY, APRIL 13, 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

Meeting ID: 394 492 1744 Passcode: 95610

TELECONFERENCE LOCATIONS: 973 Lomas Santa Fe Drive Solana Beach, CA 92075

Board Members

Present: Tiffany Clement- Chair, Andrew Gianulias, Ted Mitchell, Colby Young, Brooke Bolden-Mallory, Phil Jarret

Absent: Don Tollefson -Treasurer, Kim Kelley- Secretary, **Christy** DeCelle, Greg Bazarnik,

Guests

Keith Sippola

City: Councilmember Bret Daniels, Meghan Huber; **CHPD:** Officer Jeff Schouten; **Nor-Cal Security:** Bill Hubbs

Staff

Kathilynn Carpenter, Lisa Cordell, Mikhaila Freas

CALL MEETING TO ORDER..... Tiffany Clement

The meeting was called to order at 12:03 by Tiffany Clement.

PUBLIC COMMENTS..... Tiffany Clement

There were no public comments.

ADMINISTRATIVE..... Tiffany Clement

Emergency work from home order has been lifted, and we will be going back to the standard Brown Act and Bylaws Rules. Board members can be on zoom, but will need a qualifying reason, such as work travel, illness, etc. Address must be posted on agenda and agenda must be posted where participant is located.

- **Action/Approve: Just cause for remote participants (must participate visually and audibly) (Roll call vote if remote attendees)**
- **Action/Approve: February 16, 2022, Board Meeting Minutes. (Roll call vote if remote attendees)**

A motion to approve just cause for remote participant Colby Young and the February 16 Board Meeting Minutes was (M/S/A) Andy Gianulias/ Ted Mitchell.

- **Action/Approve: 2022 Annual Report (Roll call vote if remote attendees)**

A motion to approve the 2022 Annual Report was (M/S/A) Phil Jarret/ Ted Mitchell.

CITY OF CITRUS HEIGHTS.....Meghan Huber

- Amendments to massage parlor ordinance. Still going with the same concept, limiting the number of massage parlors in the City, but with specific language which carves out corporate brands such as Massage Envy that offer other services.
- Citrus Heights Business Attraction Program was approved by the council. The goal of the program is to identify and attract new businesses that serve to diversify the City’s economic base and/or enhance community. 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

There is some flexibility for sites that have been vacant for five or more years.

SECURITY & MAINTENANCE Kathilynn Carpenter/Officer Schouten

- Public Safety Committee/ Public Safety Meeting – Friday, April 28 at Noon
 - We will be hosting our second Public Safety meeting on Friday, April 28th at noon. We encourage each property’s loss prevention staff, 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. There will be training on report writing.
- Security Report
 - **CHPD Report:** Crime stats for first quarter were presented. Shoplifting reports were down 42% due to the ongoing presence of Officer Schouten and Nor-Cal security. Burglary from vehicles was up 33%, Highest crime is burglary/theft from vehicle reports, up 33% and homeless related calls were up 32%. The biggest issues continue to be with organized retail theft, transients and property damage.
 - **NorCal Report:** Biggest issues are with transient camps and vandalism, along with theft prevention. High target businesses, Hobby Lobby, Lowe’s, Marketplace at Birdcage, Macy’s, Rite Aid, Sunrise Mall, Target, and Walgreens. Nor-Cal officers have regularly prevented theft and recovered merchandise.
- Maintenance Report
 - City Wide Porter is available Monday through Friday, 11am-3pm. If your center needs assistance, please call Kathilynn first.
 - In the month of March, City Wide collected 74 shopping carts, 62 bags of trash, and removed more than 10 graffiti tags. The porter is directed to match the paint exactly if front facing building and to match as close as possible in areas such as loading docs and trash enclosures. We continue to experience a high number of incidents of resident dumping.

ECONOMIC DEVELOPMENT.....Kathilynn 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.
 - Attract potential tenants for vacancies (6060 Sunrise Vista, Sunrise Mall, Marie Callenders, etc.)
 - Website landing page
 - Digital leasing brochure
 - Additional customized assistance
 - Business Walk

CPTED (Shine) Grant- Staff also received \$20,000 in funding through SMUD’s Shine grant program. SMP must provide a \$10,000 match. 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 CPDTEd assessments, which will primarily feature additional lighting. Funds must be used for this purpose.

TOT Grant- We have also applied for a \$50,000 Transient Occupancy Tax grant through the County. This is also a restricted grant to be used for security and maintenance.

City ED Grant- SMP has also applied for a \$20,000 grant to be used to increase public art in the District. SMP will provide a \$10,000 match. Please contact Kathilynn if you are interested in a mural at your property.

FINANCIAL REPORT..... Kathilynn Carpenter

- **Action/Accept: First Quarter Finance Report. (ROLL CALL VOTE IF REMOTE ATTENDEES)**

A motion to accept the First Quarter Financial Report was (M/S/A) Phil Jarret/Andrew Gianulias.

- **Review Sales Tax Report**

MARKETING COMMITTEE REPORT.....Lisa Cordell

- March Marketing Recap / April Marketing

Website Marketing

The Easter Bunny! 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.

The coloring contest is open to kids 13 years and younger. We will pick two winners at random every Tuesday starting **March 28, 2023,** to win a \$50 gift card to a predetermined store in the Sunrise Mall.

We will pick our last two winners on Tuesday, **April 18, 2023**. Print out your coloring sheet or pick one up at the Sunrise Mall Office. One entry per child, duplicate entries will be disqualified.

Instagram Marketing

Easter Basket Gift Card Giveaway! The Easter Bunny is in the District! He loves to SHOP, DINE, DO & PLAY in the spring! This Easter, two (2) lucky winners will have the chance to win an Easter basket filled with 6 - \$25 gift cards to predetermined businesses in the District. We will have two (2) separate weeks for one (1) lucky winner each week! To enter, comment on the Instagram post.

Week #1 Prompt: What are your Easter traditions?

Week #2 Prompt: What is your favorite Easter candy?

- Brews in the Burbs- May 20, 2023
 - To date we have sold 256 tickets, an increase over the 200 sold at this time last year.
 - We have secured \$7250.00 in Sponsorship, \$1500 of that being in-kind.
 - May social media contesting will be focused on Brews ticket giveaways. We will be giving out a pair of tickets each week on both Instagram and Facebook.
 - We have radio ads going on five stations Sports-1140, KNCI, Mix 96, 98.5, and 94.7.
 - Working to secure Good Day Sacramento the morning of the event

- Public Art- Murals
 - City ED Grant- SMP has also applied for a \$20,000 grant to be used to increase public art in the District. SMP will provide a \$10,000 match. Please contact Kathilynn if you are interested in a mural at your property.

MEETING ADJOURN MEETING.....Tiffany Clement

The meeting was adjourned at 1:22 PM.

Submitted by: Kathilynn Carpenter

Accepted: _____
Tiffany Clement, Chair