



SUNRISE MARKETPLACE BOARD OF DIRECTORS MEETING
THURSDAY SEPTEMBER 14, 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, Brooke Bolden-Mallory, Christy DeCelle, Ted Mitchell, Phil Jarret, Andrew Gianulias,

Absent: Colby Young, Marcia Philemon

Guests

City: City Manager Ash Feeney, Vice Mayor Bret Daniels

CHPD: Sgt. Kyle Shoberg, Lieutenant Wes Herman, Officer Jeff Schouten,

Nor-Cal Security: Bill Hubbs,
Keith Sippola

Staff

Kathilynn Carpenter, Lisa Cordell, Mikhaila Freas

CALL MEETING TO ORDERTiffany Clement

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

PUBLIC COMMENTSTiffany 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: August 10, 2023, Board Meeting Minutes.**
A motion to approve the June 8, 2023, Board Meeting Minutes was (M/S/A Don Tollefson /Kim Kelley).
- **Action/Approve: Removal of Greg Bazarnik (Macys) and addition of Marcia Philemon (Macys) to designated mall anchor seat.**
A motion to approve the removal of Greg Basarnik (Macy's) and addition of Marcia Philemon (Macy's) was (M/S/A Kim Kelley/Christy DeCelle).

CITY OF CITRUS HEIGHTSAsh Feeney

City Manager, Ash Feeney updated the board on City happenings.

Sunday Funday: Thank you SMP for participating as a sponsor. The event will take place on Sunday, September 24th from 11am-3pm at Rusch Park. This is a great way for businesses to get out and promote.

City Scoop: The City Scoop events have had a lot of great traction. It has been a great way to connect with the community. The last one will take place on September 20th.

City Tree Lighting: Will take place on December 6th.

SECURITY & MAINTENANCE..... Carpenter/Officer Schouten

Officer Schouten report: Comparison January 1st- August 31st (2022-2023)

- Burglary/Theft from Vehicle decreased 24%
- Robbery increased 64%
- Shoplifting increased 31%
- Stolen Vehicles decreased 29%
- Homeless Calls for services increased 48%

Kathilynn Private Security Report: August vs July

- Disturbances (violent & nonviolent): Aug-22 | July-20
- Drugs/Alcohol/Mental Health/Medical: Aug-8 | July-0
- Theft: Prevention, Recovery & Assistance: Aug-30 | July-29
- Transients, Trespassing, Camps & Vandalism: Aug-130 | July-131
- Soliciting: Aug-3 | July-3

August 2023- Nor-Cal Security interacted with a total of 252 individuals (204 transients, 48 non-transients.) Merchandise recovered: \$7,880.

August Maintenance Report (Porter App was down for a few days reflecting lower stats in August)

- Bags of trash: Aug-27 | July- 54
- Shopping carts- Picked up & returned: Aug-52 | July-56
- Items removed (furniture, mattresses, tires, etc.): Aug-2 | July-9
- Graffiti Tags Removed: Aug-16| July-10

Several larger projects:

- Former Union Bank: Issues with transient camps
- Sunrise Village graffiti
- Removal of items from former SMP Office

CPTED Grant Updates

- Marie Callender's 100% better. Broker showed the building last week.
- Mosquito Anti-Loitering alarm has been installed behind Rite Aid at Sunrise Village.
- Installing another Mosquito at Habit Burger Grill.
- Encouraging more landscape cut back at 6060 Building.
- Smart & Final dumpster trash enclosure needs repair. Food is a homeless magnet.

FINANCIAL REPORT.....Kathilynn Carpenter

- 2022 Tax Return and Financial Compilation
- Sales Tax Report

PBID RENEWAL.....Kathilynn Carpenter

- MDP Update
- Expansion Area Outreach
 - Almond Orchard/Ray Stone Company
 - Quail Point
 - CVS
 - Jack in the Box
- Economic Development/New Tenants
 - Steinmart Building- lease in play, tenant not announced.
 - Former Rite Aid- Off Road Warehouse potential new tenant.
 - Citrus Heights Pet Hospital – Opening in October
 - Sears renovations- new paving and striping

MARKETING COMMITTEE REPORT.....Lisa Cordell/Mikhaila Freas

- August Marketing Recap
 - Camping Givaway- Instagram: The objective was to increase traffic to the SMP's Instagram and bring awareness to Shopping in the district for outdoor activities. The contest ran from August 1st through August 7th. Consumers commented on the post

for their chance to win the Camping Lounge Giveaway which consisted of a tent, air mattress, two sleeping bags, two chairs, and a gift card to Big 5. The contest had 74 entries and 68 contest likes.

- Camping Giveaway- Facebook: The objective was to increase traffic to the SMP's Facebook and bring awareness to Shopping in the district for outdoor activities. The contest ran from August 8th through August 14th. Consumers commented on the post for their chance to win the Camping Cooking Gear Giveaway which consisted of a camp stove, ice chest, cooking dishes, and a gift card to Smart & Final. The contest had 128 entries, 33 contest likes and 2 post shares.
- Labor Day Smoker- Website: The objective was to drive traffic to our website and to promote businesses located in SMP with a goal of increasing foot traffic. The contest ran from August 9th through August 27th. One lucky winner received a Masterbuilt Electric Smoker, Smoker Cover, Digital Probe Thermometer, a bag of Cowboy Charcoal Hickory Wood Chips and a \$100 Gift Card to [Walmart Neighborhood Market Citrus Heights](#). The contest had 402 entries, 40 post likes and 3 post shares.
- Facebook Update: We have put a small pause on our Facebook page contesting due to continuous scams happening.
- Fourth Quarter Events
 - ArtBeat: October 14th at Marketplace at Birdcage (behind Jamba Juice) from 11am-3pm
 - Hocus Pocus Harvest Festival & Movie Night: We are hosting a Hocus Pocus Movie Night and Harvest Festival at the Sunrise Mall on October 27th. The event will consist of a showing of the original Hocus Pocus movie, trackless train rides, jump house, pumpkin decorating, face painting, and other kids activities. Thank you to our two event sponsors, McDonalds and Sac Republic Services.
 - Turkey & Fixin's Food Drive: November 11th at Marketplace at Birdcage from 11am-3pm
 - Magical Moments
 - Laser Light Show: December 1st from 4pm-8pm at the Sunrise Mall
 - The Nutcracker: December 14th at the Sunrise Mall
 - Winter Wonderland Skate Party: December 21st at Sunrise Rollerland
 - City Hall Tree Lighting: December 6th at City Hall

ADJOURN MEETINGTiffany Clement

The meeting was adjourned at 1:20pm

Submitted by: Kathilynn Carpenter
