



SUNRISE MARKETPLACE BOARD OF DIRECTORS MEETING  
Thursday, June 13, 2024, 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

**Board Members**

**Present:** Don Tollefson -Treasurer, Brooke Bolden-Mallory, Christina DeCelle, Kareem Daniels (zoom), Ryan Eichorst (Zoom), Phil Jarret, Ted Mitchell, Ross Tolbert

**Absent:** Tiffany Clement- Chair, Erik Brickson, Andrew Gianulias

**Guests**

**Government:** Mayor Bret Daniels, Meghan Huber, Josh Gumacal- Field Rep, Congressman Ami Bera

**CHPD:** Lieutenant Wes Herman

**NorCal:** Bill Hubbs

Jim Mitchell, Keith Sippola

**Staff**

Kathilynn Carpenter, Lisa Cordell, Mikhaila Freas

**CALL MEETING TO ORDER..... Kathilynn Carpenter**

The meeting was called to order at 12:06 by Kathilynn Carpenter.

**PUBLIC COMMENTS..... Kathilynn Carpenter**

Josh Gumacal, Field Representative, Congressman Ami Bera discussed the Congressman’s support for community projects, including street improvements on San Juan. Funding needs to be passed in the Appropriations Committee. Josh encouraged members to sign up for their newsletter and to reach out for assistance with any federal issues.

**ADMINISTRATIVE.....Kathilynn Carpenter**

- **Action/Approve:** *Just cause for remote participants (must participate visually and audibly)*
- **Action/Approve:** *May 9, 2024, Board Meeting Minutes.*

***A motion to approve the just cause for remote participants and the May 9th Board Meeting Minutes (M/S/A Phil Jarret/ Christina DeCelle).***

**CITY OF CITRUS HEIGHT.....Meghan Huber**

City Council meeting tonight: SMP Renewal ballot count; final step in the PBID Renewal process. Kathilynn will be attending with our consultants at Civitas.

Sunrise Tomorrow

- Tentative Parcel Map submitted by owner of the US Bank for a portion of the 2.9-acre parcel. There is no specific project (hotel) at this time. The City will have a development agreement with the owner to ensure the quality of the hotel which will have a 100-room minimum.

Potential Openings in Q3:

- Greenback Square/InterCal Real Estate: The Cave, Artificial Grass, Bourbons & More
- Marketplace at Birdcage/Gerrity Group: Home Goods

**FINANCIAL REPORT.....Kathilynn Carpenter**

- ARPA Grant allocations
  - Funds are restricted to clean and safe services. Most of the funds will be allocated to fund dedicated overnight security in the District.
- Sales Tax/Revenue Report
  - Report was distributed. Kathilynn noted that among other impacts of the decline at Sunrise Mall, sales tax revenue to the City (1%) has declined more than \$1 million over the past several years.

**CLEAN & SAFE PROGRAMS..... Carpenter/CHPD**

Lt. Herman presented the May crime statistics for Calls for Service (*officer may or may not have responded*):

- CHPD YTD Crime Statistics Jan 1 – May 31, 2024, YTD compared to 2023:
  - Arson calls increased by 1 for a total of 1
  - Burglary calls increased by 3 for a total of 10
  - Robbery calls increased by 8 for a total of 17
  - **Shoplifting calls increased by 88 for a total of 149**
  - Stolen Vehicle calls increased by 2 for a total of 4
  - **Camp calls increased by 75 for a total of 88**
  - **Loitering calls increased by 22 for a total of 231**
  - Panhandling calls decreased by 5 for a total of 7
- May SMP Clean and Safe Report
  - NorCal continues to patrol 7 days, generally from 8-4 or 10-6. Main issue continues to be transient activity with 170 incidents in May.
  - Overnight patrols with CALTAC will begin July 1, with initial hours of 10pm – 6pm. Hours will be reviewed for effectiveness. Overnight priorities will be deterring tagging and illegal dumping.
  - Trash and graffiti were the main issues in May, with 68 bags of trash removed and 44 tags cleared.

**PBID RENEWAL..... Kathilynn Carpenter**

- Ballot Update/Council Meeting Approval June 13
  - Ballot count is tonight! Our current projection is \$373,000 in YES votes and \$23,000 in NO votes.
- SMP/CITY Contract still to be negotiated.

**MARKETING COMMITTEE REPORT..... L. Cordell/M. Freas**

Brews in the Burbs Recap:

- The 2024 Brews in the Burbs event was successful despite a decrease in a few areas in comparison to last year’s event.
- Digital Campaign Impressions equaled more than 400,000.
- Radio Campaign delivered to more than 500,000 listeners.
- Gross Ticket Sales were the same as last year, selling 665 tickets, but income decreased by 15% due to reduced ticket prices.
- Vendor Attendance remained steady, with over 25 in attendance.
- Sponsorship increased by 40% with a total of \$11,900 in sponsor income.
- A total of approximately \$35,000 in income was generated to help offset event costs.

This will be the last year for this event. It has been increasingly difficult to secure brewers. Many are struggling and for the last few years we’ve had to purchase the beer as they cannot afford to donate. Some cannot afford to send employees and we pour for them. Staff is brainstorming for other event ideas.

**MEETING ADJOURN MEETING..... Kathilynn Carpenter**

Time adjourned: 1:18 pm

Submitted by: Kathilynn Carpenter

Approved by: Don Tollefson, Treasurer (in Tiffany Clement’s absence).

---