



SUNRISE MARKETPLACE BOARD OF DIRECTORS MEETING
Thursday, October 31, 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
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Board Members

Present: Tiffany Clement- Chair, Don Tollefson -Treasurer, Kareem Daniels, Erik Brickson (zoom), Ted Mitchell, Ross Tolbert

Absent: Brooke Bolden-Mallory, Phil Jarret, Christina DeCelle, Andrew Gianulias, Ryan Eichorst

Non-Board Members

Government: Vice Mayor Mary Jane Lopez-Taft, Josh Gumacal- Rep. Ami Bera

Guests: Jim Mitchell, Keith Sippola, Vicki Adams (CH Pet Hospital)

Staff

Kathilynn Carpenter, Lisa Cordell, Mikhaila Freas

CALL MEETING TO ORDER.....Tiffany Clement

The meeting was called to order at 12:07 by Tiffany Clement.

PUBLIC COMMENTS.....Tiffany Clement

There were no public comments.

ADMINISTRATIVETiffany Clement

- **Action/Approve:** *Just cause for remote participants (must participate visually and audibly)*
- **Action/Approve:** *September 12, 2024, Board Meeting Minutes.*
- Former Board Member Peter Bollinger Memorial – November 4

A motion to approve the just cause for remote participants and the September 12th Board Meeting Minutes (M/S/A Don Tollefson/ Ted Mitchell).

CITY OF CITRUS HEIGHT..... Meghan Huber

Meghan was unable to attend, no City update.

SUNRISE TOMORROW SPECIFIC PLAN..... Ross Tolbert

- Mr. Tolber, Ethan Conrad Properties, gave a presentation outlining the company’s proposed amendments to the Sunrise Tomorrow Specific Plan.
 - Sunrise Mall is in serious decline with few tenants and even fewer national brand stores. Leases for the Macys Men’s and Women’s stores expire at the end of 2025. Though sources have noted they will likely close in January. The mall will likely become a “dead mall” in a year or two. He noted the escalating decline of the mall: unkempt landscaping, failing infrastructure, potholes and deteriorating parking lot surfaces and a lack of customers.
 - The company purchased and redeveloped Yuba Sutter and Chico Marketplace, two declining malls in the region. Substantial improvements were made to the malls. Several new tenants were secured including Hobby Lobby, Burlington, Five Below, Turner’s, Boot Barn and Tilly’s at Yuba Sutter. New tenants at Chio Marketplace included Planet Fitness, H&M, HomeGoods, Petco, Burlington, At Home, Boot Barn, Boxed Lunch, Five Below, and Raising Cane’s.
 - Both properties saw a large growth in sales. Mr. Tolbert referenced letters of appreciation from the mayors of Chico and Yuba City.
 - The company believes they can have similar success at Sunrise Mall. Mr. Tolbert noted that no one has expressed interest in purchasing the mall. Should the amendments not be approved, the mall will fall into further decline and close.
 - The Sunrise Tomorrow Merchandising Plan seeks to revitalize the property and lease it to strong national tenants. The mall’s prime location will make this easier. Potential tenants could include:
 - Home Depot
 - Event Center (50,000 sq ft)
 - Fisker
 - Nordstrom Rack
 - Turner’s Outdoorsman
 - Chick-fil-a
 - In- N-Out Burger
 - Philz Coffee
 - BJ’s
 - Sonic
 - Dunkin Donuts
 - Pollo Capero
 - Spectral Brewing Company
 - In addition to adding several pads with drive-thru options, the plan includes redeveloping the interior of the mall. The company acknowledges the extensive amount deferred maintenance work required.

- The board asked questions and provided some feedback which included:
 - There is a need for residential and the board would prefer space was made for housing as included in the Sunrise Tomorrow Plan.
 - It is just as important to redevelop the interior of the mall and not just develop exterior pads in the parking lot.

FINANCIAL REPORT..... Kathilynn Carpenter

- Third Quarter Financial Report- distributed and discussed larger variances.
- 2025 Budget Priorities- the board advised that the current priorities should remain intact: Clean and Safe programs, marketing and special events.

CLEAN & SAFE PROGRAMS Carpenter/CHPD

- Reviewed incident statistics in the September Clean & Safe Report.
- Clean & Safe Committee Update: The Board agreed at the last meeting to have a clean & safe committee where we share the latest security issues. The first meeting will be held on Wednesday, November 13th. The committee will make recommendations to the Board.

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

- **November 15- Santa at Sunrise Mall**
- **December Events**
 - Dec 3: City Tree Lighting
 - Dec 6th: SMP Laser Light Show
 - Dec 19th: SMP & Rollerland Whoville Skate Party
- **2025 Event Direction:** Staff have discussed not is working on a 2025 event strategy and will present to the board at the next meeting.
- **Grand Openings:**
 - Amazon Fresh: Thursday, November 7th
 - Club Studio: Friday, November 8th.

MEETING ADJOURN MEETING..... Tiffany Clement

Time adjourned: 1:29pm

Submitted by: Kathilynn Carpenter

Approved by: Tiffany Clement, Chair
