



SUNRISE MARKETPLACE BOARD OF DIRECTORS MEETING  
THURSDAY November 2, 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, Christina DeCelle, Ted Mitchell, Phil Jarret

**Absent:** Colby Young, Marcia Philemon, Andrew Gianulias,

**Guests**

**City:** Vice Mayor Bret Daniels, Councilmember MariJane Lopez-Taff

**CHPD:** Commander Jason Russo, Lieutenant Wes Herman, Officer Jeff Schouten

**Nor-Cal Security:** Bill Hubbs, Rich DeSilva

Keith Sippola, Eric Brickson, Kim Hunter

**Staff**

Kathilynn Carpenter, Lisa Cordell, Mikhaila Freas

**CALL MEETING TO ORDER .....Tiffany Clement**

The meeting was called to order at 12:11pm 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:** *September 14, 2023, Board Meeting Minutes.*  
*A motion to approve the September 14, 2023, Board Meeting Minutes was (M/S/A Don Tollefson /Phil Jarrett*

**CITY OF CITRUS HEIGHTS .....Meghan Huber**

Meghan was not able to attend the meeting.

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

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

**Officer Schouten reported on YTD SMP Crime statistics with 2022 comparison:**

- Burglary/Theft from Vehicle decreased 24%
- Robbery increased 62%
- Shoplifting increased 72%
- Stolen Vehicles stayed the same at 8
- Homeless Calls for services increased 61%
- CHPD Contract
  - Officer Jeff Schouten will be retiring at the end of December 2023. SMP will work with PD for a replacement.

**Private Security:**

- October/November Security Report

**Maintenance Porter**

- October / November maintenance Report

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

- 3<sup>rd</sup> Quarter Financial Report – continued to next meeting.

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

- MDP Update:
  - Expansion Area- staff was unable to confirm with certainty that all areas targeted would be able to included. Continuing to work with a few properties.

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

- October Marketing Recap
  - Contesting:
    - Website: Halloween Shopping Spree. Calling all ghosts, goblins, witches, etc., it's contest time! Spooky season is here and we want our customers to enjoy shopping for spooky attire and decor in the District. THREE lucky winners will receive a \$250 gift card to a predetermined business in the District. The contest ran through October 2nd through October 22nd, and the winner was announced October 23rd.
    - Instagram: **Let's Get into the Halloween Spirit with a Continue to Story Contest. The Sanderson Sisters are coming to the District! What happens next?** - Instagram followers were asked to continue the story in the comment section by adding a line or two to tell us what

happens next. The winner received a Halloween Inflatable and a \$100.00 gift card to a predetermined business in the District.

- Events in the District:

- **Citrus Town Center:** On Saturday, October 14<sup>th</sup> Citrus Town Center held their FunTopia Halloween Party. The event included FREE activities such as crafts, games, balloon characters, disco dance party and more!
- **Sunrise Mall:** On Saturday, October 14<sup>th</sup>, the Sunrise Mall hosted the Cemetary Haunted House and Zombie Walk. The event included live entertainment, and a zombie walk.
- **Citrus Heights ArtBeat:** On Saturday, October 14<sup>th</sup>, we joined Citrus Heights Arts for their first ArtBeat celebration! The event had local artists, craft vendors, face painter, and live music.
- **Texas Roadhouse:** On Tuesday, October 24<sup>th</sup>, Texas Roadhouse hosted a Trunk-or-Treat along with a fundraiser to help raise funds for Keaton's Child Cancer Alliance. The event included free kids meals, trunk-or-treating, live horses and child activities. **Sunrise MarketPlace sponsored by supplying candy for the Trunk-or-Treat.**
- **Citrus Heights PD:** On Wednesday, October 25<sup>th</sup>, Citrus Heights Police Activities League hosted their annual Trunk-or-Treat event. **Sunrise MarketPlace sponsored by supplying candy for the Trunk-or-Treat.**
- **Sunrise Mall Fall Carnival:** From October 20<sup>th</sup> through October 29<sup>th</sup>, the Sunrise Mall hosted the Midway of Fun Fall Carnival.
- **Fall Fest Night Market:** On Saturday, October 28<sup>th</sup> the Sunrise Mall hosted the Fall Fest Night Market presented by Kauai's Marketplace. The market included local eats, shopping vendors, live music, pumpkin decorating and a trunk-or-treat.
- **Hocus Pocus Harvest Festival:** On Friday, October 27<sup>th</sup>, Sunrise MarketPlace hosted a Hocus Pocus Harvest Festival and Movie Night. The FREE event included pumpkin decorating, trackless train rides, games, bounce house, face painting and the showing of 1993 Hocus Pocus.
- **Grand Opening:** Purposebuilt opened their doors on Thursday, October 19<sup>th</sup>. The store is located in the former Peir One building, next to Red Lobster. Purpose Built is a retail store geared towards the blue-collar and trades work force. They are one of the largest Carhart distributors in the Sacramento area and sell other high-end workwear.

- Upcoming Events

- Turkey & Fixins Food Drive: November 11<sup>th</sup> from 11am-2pm at Marketplace at Birdcage
- Magical Moments
  - Laser Light Show & Night Market: December 1<sup>st</sup> from 4pm-8pm
  - Nutcracker: December 14<sup>th</sup> from 5pm-7pm
  - Winter Wonderland Skate Party: December 21<sup>st</sup> from 6pm-9pm

- Murals Update
  - New mural at Purpose Built

MEETING ADJOURN MEETING Tiffany Clement

Time adjourned: 1:15 pm

Submitted by: Kathilynn Carpenter

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