



**SUNRISE MARKETPLACE
BOARD MEETING MINUTES**

Thursday June 14— 1PM
Sunrise MarketPlace Office
Citrus Heights, CA 95610

Directors Present: Christi Woodards (Chair), Andrew Gianulias (Vice Chair), Mike Nishimura (Secretary), Don Tollefson (Treasurer), Tiffany Clement, Travis Kimball, Ted Mitchell, Jeff Smith

Directors Absent: Jason Bollinger, Christy DeCelle, Steve Patterson, Wayne Wasulko

City of Citrus Heights: Vice Mayor Jeannie Bruins, Rhonda Sherman, Devon Rodriguez, Mary Poole

CHPD Representative: Officer Felicia Taylor

Guests: Susie Rodgers, Keith Sippola

Staff: Kathilynn Carpenter, Breanna Niekamp, Julie DePrada

CALL MEETING TO ORDER Christi Woodards

Meeting called to order at 1:09 PM.

PUBLIC COMMENTS Christi Woodards

None.

ADMINISTRATIVE Christi Woodards

A motion was M/S/C (Mike Nishimura /Don Tollefson) to approve April 12, 2018 Board meeting minutes.
There was no May meeting.

CITY OF CITRUS HEIGHTSDevon Rodriguez

Sunrise Blvd. Complete Streets Project: The major lane shift changes, which caused significant traffic impact, are now complete. The full project should be wrapping up in October 2018. The project is currently 25% complete. There will be one more period of major lane shifts.

Comcast Upgrades: Cable Com (Comcast contractor) has been working throughout the City on an infrastructure upgrade. Work should be completed by July 2018. The goal is to increase the number of nodes to allow for increased placement to house ratio, resulting in faster internet.

Mitchell Farms: The project will go before the planning commission on July 18 and City Council in October.

Image Awareness: Things are moving forward on the City branding roll out. Changes to the website are currently under design and review.

CHPD REPORT CHPD Representative

In general, all criminal activity has decreased (homicide, robbery, and burglary). Rape increased by 28%, however this represents a small amount, 1-2 instances over the past year.

PALM TREE LIGHT PROJECT UPDATE Kathilynn Carpenter

Though it was clear from SMP's perspective that this project featured changing lights throughout the evening, during the MOU negotiations, the City advised that they understood the lights to be static. Kathilynn is recommending that SMP should no longer bear the full costs of this project as it has essentially transitioned into a median landscape lighting project vs. an iconic attraction. The lights can still be different colors; but must remain those colors throughout the evening. The City would like to see the project move forward in its revised form. Rhonda Sherman and Mary Poole from General Services have joined us to discuss this development. Ms. Poole advised that the City is willing to share in the cost and pay for half of the project, if funding can be secured through grants or other means. The City requests that we apply again for the SMUD Shine Grant on their behalf. If the City is able to secure funding, they will take over administration, installation, repair and maintenance of the project. Mary advised that the city does not have money to do this unless they get a grant or other outside funding. The City's primary concern is for public safety and the impact of the changing lights on traffic.

The board expressed significant disappointment in this development. Christi expressed concern of SMP investing \$100,000 into the project, when the City has had difficulty keeping up with the ongoing maintenance of the medians and the signage. Since we will not know about the Shine Grant until September, the board agreed to table the decision of moving forward on the project as a partner until October.

POP-UP STADIUM PROJECT UPDATE Christi Woodards

Operations Committee: Devon and KC are working on the operations committee; it's an ad-hock committee. The first meeting will be in August. Jeff Smith, Mike Nishimura and Travis Kimball have volunteered for the committee.

Preview Party: SMP and Sunrise Mall will host a VIP reception on Thursday, September 20 to preview and promote the Stadium for SMP and City stakeholders, press, promoters and potential users of the Stadium. There will be renderings, layouts, an unveiling of the name and branding, etc. We will then move onto aggressively selling the venue. We will also produce our own events, including a Beer Fest on June 8, 2019 and a potential concert on June 1, 2019.

Electrical: We are working with SMUD engineers to see if we can upgrade our panel, so we don't have to purchase generators.

FINANCIAL REPORT Kathilynn Carpenter

A motion was M/S/C (Tiffany Clement/Andy Gianulias) to approve April and May 2018 Finance Report.

MARKETING COMMITTEE Susie Rodgers

Our digital programs have increased social media engagement resulting in more followers, likes and consumer emails. Our current Facebook ad is a 30 second video, produced by our digital partner, ABC 10. Following are links to the video 30 Second LINK [HERE](#) / 15 second LINK [HERE](#)).

SMP staff attended four ribbon cuttings in the district. Breanna has implemented an aggressive and successful ongoing outreach program with our property and business owners.

The website (shopsmp.com) now features a blog to increase engagement and promote our businesses as well as events in the district. Julie is managing these tasks in house.

Third quarter objectives include: increasing SMP web presence, both on the website and social media sites, increasing time spent on SMP website and continuing blog and keyword updates and finalizing plans for Magical Moments holiday events.

We will be rolling out Magical Moments again this holiday season. Due to cost and limits of staffing, events will be reduced from eight to four. More information will be made available in the following months. Please contact staff if you are interested sponsoring a Magical Moment event.

CHAIR/EXECUTIVE DIRECTOR REPORT Christi Woodards

Kathilynn:

SMP staff was approached by County Supervisor Sue Frost and Congressman Ami Bera who are currently looking for community outreach opportunities with the business community. Staff asked Board members if there is an interest in having either or both Supervisor Frost and Congressman Bera attend a board meeting. Board members indicated an interest in meeting with Supervisor Frost as they are focused more on local issues. Staff will set this up for a future board meeting.

A mixer hosted by SMP in our office on behalf of Sacramento Self Help Housing will be held on June 19th at 5:00 PM. The mixer will be focused on creating more affordable housing options in Citrus Heights. If you are interested in attending, please speak with Kathilynn or Breanna.

Christi:

The City's annual Red, White & Blue Parade will be held on Saturday, June 23rd beginning at 9AM. Citrus Heights Rotary will serve their annual Pancake Breakfast in the Sunrise Mall parking lot after the event.

ADJOURN MEETING Christi Woodards

Meeting is adjourned at 2:19 PM.

Respectfully submitted by,
Breanna Niekamp

Accepted and approved by, Christi Woodards, Chair- Sunrise MarketPlace Board of Directors.

Christi Woodards, Chair

THE NEXT MEETING IS SCHEDULED FOR AUGUST 16,2018