



**SUNRISE MARKETPLACE
BOARD MEETING AGENDA
Thursday, January 17, 2019
Sunrise MarketPlace Office
Citrus Heights, CA 95610**

Directors Present: T. Kimball (Chair), M. Nishimura (Secretary), T. Clement, C. DeCelle, A. Gianulias, T. Mitchell, S. Rodgers, J. Smith,

Directors Absent: J. Bollinger, S. Patterson, D. Tollefson (Treasurer), W. Wasulko

City of Citrus Heights: Councilmember Jeannie Bruins, Rhonda Sherman

CHPD Representative:

Guests:

Staff: K. Carpenter, J. DePrada

CALL MEETING TO ORDER Travis Kimball

Meeting was called to order at 1:10.

PUBLIC COMMENTS Travis Kimball

None.

ADMINISTRATIVE Travis Kimball

A motion was M/S/C (Ted Mitchell/Andy Gianulias) to approve the November 8, 2018 Board Meeting Minutes.

SUNRISE MALL UPDATE.....Susie Rodgers

S. Rodgers reported that Sunrise Mall had been sold on December 20 to NAMDAR Reality based in New York. The new owners made some personnel changes. Christi Woodards is no longer employed at the mall and S. Rodgers has been named General Manager. The company has not conveyed any future plans for the mall.

APPROVAL OF REVISED 2019 BOARD SLATE Travis Kimball

A revised slate of board of directors and officers was distributed. Changes included the removal of Christi Woodards as board member and Chair. Travis Kimball will move from Vice Chair to Chair. Susie Rodgers was added as a board member representing the Sunrise Mall seat.

A motion was M/S/C (Tiffany Clement/Andy Gianulias) to approve the revised 2019 board slate.

T. Kimball advised that the board would need a new Vice Chair. This position acts on behalf of the Chair when the Chair is absent and will ideally transition to the Chair position in a year or two. Please notify T. Kimball or K. Carpenter if you are interested in this position or the Secretary position which is also available.

CITY OF CITRUS HEIGHTS..... Rhonda Sherman

The City’s new Economic Development Manager, Megan Huber, will start on January 22. Ms. Huber was previously with the City of Rancho Cordova and has a good background for the position. She will be reaching out to stakeholders in the community. City Council approved annexation into the Sacramento County Regional Transit District at their December 13th meeting. The City had been operating on a contract basis. This will give the City more voting rights and better control over maintenance of bus shelters. At the same meeting, council declared a shelter crisis. This will allow the city more access to resources to deal with local homeless issues.

On January 10, City Council approved its first affordable housing project on the former site of Abel’s Tree Farm on Sunrise Blvd. Sunrise Pointe will have 47 units and is being developed by Jamboree an experienced affordable housing developer located in Orange County. TLCS will provide onsite services. It will be 18-24 months before construction begins.

Other actions at the January 10 meeting: City Council appointed Jeannie Bruins Mayor and Jeff Slowey Vice Mayor 2019. Five new members were appointed to the Planning Commission. Mayor Bruins and Councilmember Miller will be the SMP board liaisons for 2019. The City voted to transition from “at large” to “district representation” elections beginning in 2020. This will not affect the council members elected last year. A demographer will be hired to review and make recommendations on the Districts.

The City held a well-attended open house on January 8 for the Electric Greenway Trail Project, a three-mile trail system running from Orangevale to Citrus Heights. The trail will utilize some SMUD easements. There may be some issues with property owners adjacent to the trail. The trail will run through the Mitchell Ranch residential project.

CHPD REPORT Kathilynn Carpenter

Lt. Gutierrez had a conflicting meeting; but did meet with K. Carpenter earlier in the day. Staff is working with CHPD and Ted Mitchell to mitigate issues from homeless camps. T. Mitchell did a great job of cleaning out 7-8 large camps on his property. Lt. Gutierrez is transferring to the Professional Standards and Training Dept. Lt. Chad Morris will be the new POP lieutenant, Morris was previously a POP Sergeant. Officers Taylor and Garing will remain in the POP unit.

K. Carpenter briefed the board on their previous discussions regarding establishing a CHPD Heroism Award program. Direction from the last meeting was to solidify the recommendation of SMP making a donation in the officer's name to the CHPD Foundation. The funds that are donated to the foundation go directly to support officers and their families. CHPD would be responsible for choosing the officers and notifying SMP. The recognition will occur at SMP board meetings. The board recommended a cap of \$2,000 for one-year.

A motion was M/S/C (Tiffany Clement/Andy Gianulias) to approve the SMP-CHPD Heroism Award Program to cap at an expenditure of \$2,000 over a one-year period.

FINANCIAL REPORT Kathilynn Carpenter

A motion was M/S/C (Jeff Smith/Tiffany Clement) to approve the 2018 Year End Finance Report.

K. Carpenter advised that they had not heard regarding the SMUD grant. It may be several months before the Palm Tree Light project can get off the ground, and the up lights are not working in the medians. The board agreed to explore costs of having the white string lights on the palm tree white on throughout the year instead of confining to holidays. K. Carpenter will report back with maintenance costs.

MARKETING COMMITTEE.....Tiffany Clement

- **4th Quarter 2018 Highlights:**
 - Magical Moments events were a success. Four events drew over 2,500 people to the District.
 - We received 721 (new) email address signups.
 - 11,300 people: liked, commented, shared, or said they were attending through our social media outlets.
 - Holiday Shopping Spree
 - Received 4,401 entries
 - Facebook: 728 Reactions, 181 Likes and 156 Shares
 - Click Through Rate (CTR) of 2.99% , well above Facebook average CTR of .09%
- **Coming This Year**
 - 1st Quarter (Supporting Community and District Events)
 - Chamber Installation (January 25, 2019)
 - Safety Fair and Firefighter Boot Drive (February 9, 2019)
 - 20th Anniversary
 - 20 on the 20th year-round Social Media Contest
 - Trivia comment contest
 - Giveaway (20) \$20-dollar gift cards to businesses in the district on the 20th of each month to celebrate our 20 years.
 - Implemented New 20th Year logo
 - Updating website with a special 20th year information page
 - State of the PBID – Chamber Luncheon (August 13, 2019)
 - 20th Anniversary Banners will go up next week

- Brews in the Burbs – Beerfest – June 8, 2019, 5 pm – 9 pm
 - VIP Entry (5pm– 6pm) \$50
 - General Entry (6pm – 9pm) \$40

CHAIR/EXECUTIVE DIRECTOR REPORT..... Travis Kimball

Some board members expressed unavailability for Feb. 14 board meeting. T. Kimball and K. Carpenter will discuss the need for a meeting and if we do need to meet, they will look at alternative dates.

ADJOURN MEETING Travis Kimball

Meeting was adjourned at 2:08 PM.

Respectfully submitted by,

Kathilynn Carpenter

Accepted and approved by, Travis Kimball, Chair- Sunrise MarketPlace Board of Directors.

Travis Kimball, Chair

THE NEXT MEETING IS SCHEDULED FOR MARCH 14, 2018