

MEETING SUMMARY

Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, April 14, 2015

6:00 p.m., Held at Capitol Mechanical

Minutes by Kimberly Berg

ATTENDEES:

	NAME	BUSINESS	EMAIL ADDRESS
1	Richard and Janice Rozumowicz	Area West Engineers	richardareawesteng@gmail.com
2	Dave Popken	Citrus Heights Body Shop	chbs@comcast.net
3	Jake Popken	Citrus Heights Body Shop	chbs@comcast.net
4	Kimberly Berg	Citrus Heights Carwash	kimberly.berg@comcast.net
5	Jay Hornbuckle	Citrus Heights Chamber of Commerce	jay@chchamber.com
6	Eric Brickson	Citrus Heights Pet Hospital	ebrickson@chpethospital.com
7	Kathy Henricks	Citrus Heights Pet Hospital	gramaboo97@yahoo.com
8	Devon Rodriguez	City of Citrus Heights	
9	Rhonda Sherman	City of Citrus Heights	
10	Ruxandra Niculescu	Geographic Services Inc. (GSI)	ruxandra@gsienvironmental.com
11	Jerry McCall	Gold's Gym	jrm@mccallgymgroup.com
12	Kevin Clonce	Goodwill Store & Donations	kevinc@goodwillsacto.com
13	Tim Lettich	Harris Industrial Gases	tlettich@harrisgas.com
14	Shane & Rebecca McLemore	One Printing & Design	rebecca@onepg.net
15	Lola Brekke	Property owner for 8113-8129 Auburn Blvd. (Warehouse Paint to Auto Zone)	lolabr@aol.com
16	Lisa Peters	Randy Peters Catering	lisa@randypeterscatering.com
17	Kristy Day	Rockwood Consulting	
18	Danyelle Hinojos	Sacramento Works Career Center	danyelle@crossroadsdiversified.com
19	Kathilynn Carpenter	Sunrise Marketplace	kathilynn@SunriseMarketPlace.com
20	Earl Goldstein	Sylvan Corners Plaza	earlgoldstein@wavecable.com
21	Richard Hale	Walt's Auto Service	hale2@surewest.net

The meeting was opened by Rich Hale, and introductions were made. Gary and Monica of Capitol Mechanical were thanked for allowing us to use their facility. Rich introduced Kristy Day with Rockwood Consulting. The purpose in hiring a consultant is to help facilitate our business meetings, organize and guide us, NOT influence our decisions.

Two sheets of paper were handed out that listed concerns and issues, from tenants and property owners. The "green" sheet was the result of community feedback from the Business Walk, held on September 10, 2014. The "blue" sheet was the result of community feedback from the Auburn Blvd. Property Owners Steering Committee, held on August 27, 1999.

Kristy asked everyone to review the issues and help prioritize the list.

Based on audience feedback, Devon Rodriguez wrote down what was missing from the "green" sheet.

GROUP DISCUSSION

After a lively discussion about the issues, we voted on our top issues. Here are the results:

1. Homeless/pan-handling/loitering issue (41 points)
2. Not enough police presence
3. Impact walk-in business during construction
4. Run-down strip malls

MAIN CATEGORIES: Public Safety & General Business Environment

HOMELESS ISSUE

With respect to assisting the homeless, Kathilynn Carpenter is organizing a group called “People Assisting the Homeless” (PATH). They have recently changed their name to “Homeless Assistance Resource Team” (HART). Please contact Kathilynn if you’re interested in joining.

Rhonda said the homeless are congregating in large open areas (like Rusch Park). She said that some of them have family that live nearby. Rhonda suggests having a police officer come to a future meeting to share what they are doing to address this issue. Jerry McCall with Gold’s Gym suggested having the city force K-mart (lease holder) to fix their lights. Kristy validated our concerns on the homeless issue, that we want more city advocacy on this problem, working with the businesses. Lola voiced concerns that the homeless urinate and defecate on her tenant’s door steps. Rhonda emphasized that as a group ABBA can have a united voice to let city officials know what their issues are. Lisa Peters mentioned that she has had issues with the homeless too. She said that Police Chief Christopher Boyd spoke on the topic at the Chamber of Commerce luncheon held earlier in the day. When Kristy asked the group if the homeless detract from our business, everyone agreed. Kathy with the Citrus Heights Pet Hospital emphasized that we need to be the squeaky wheel, and need to “consistently” attend city council meetings and complain about the homeless.

Kristy reminded us of the importance of forming a voice that will identify our business needs, and asked the group “what are our goals”? We need to continue to speak up about the issues.

Rich Hale with Walt’s Automotive emphasized that it’s important for us to coordinate with other business groups, and partnerships on the homeless issue

GOALS (as they were written down)

- Focus on K-mart property about the homeless issue
- Business advocacy
- Coordinate efforts with other business groups and partnerships
- Improve public safety.
- Liberalize planning/building codes. Want flexibility and revitalization
- Improve aesthetics/image and code enforcement
- Proactively enforce codes
- Become a business association

Devon provided as an example that if we organized as a PBID (a legally structured Property-Based Business Improvement District), a police officer or other security personnel could be hired with the funding to focus on the homeless issue.

Rich mentioned the idea of having a “signature event” for Auburn Blvd. Danyelle with Sacramento Works Career Center agreed and suggested the possibility of holding a “Stand Down” event that provides supplies and services to homeless Veterans, such as food, clothing, health screenings and VA Social Security benefits counseling. Veterans can also receive referrals to other assistance such as health care, housing solutions, employment, substance use treatment and mental health counseling. They are collaborative events, coordinated between local VA Medical Centers, other government agencies, community-based homeless service providers, and local businesses.

NEXT MEETING (2nd Tuesday of each month)

Scheduled for Tuesday, May 12, 2015, at 6pm. It will be held again at Capitol Mechanical’s office, 7300 Auburn Blvd in Citrus Heights. This will be a working meeting, to put together an action plan for the goals that have been set.