

# MEETING SUMMARY

## Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, May 12, 2015

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

Minutes by Kimberly Berg

### ATTENDEES:

	NAME	BUSINESS	EMAIL ADDRESS
1	Liz Serven	A&A Stepping Stone	lservern@aasteppingstone.com
2	Dale & Vicky Blackwell	Aba Daba Rents	vblackwell@abadaba.com
3	Michael Elkins	Allstate Insurance	michaelelkins@allstate.com
4	Richard Rozumowicz	Area West Engineers	richardareawesteng@gmail.com
5	Dave Popken	Citrus Heights Body Shop	chbs@comcast.net
6	Kimberly Berg	Citrus Heights Carwash	kimberly.berg@comcast.net
7	Kathy & Dean Henricks	Citrus Heights Pet Hospital	gramaboo97@yahoo.com
8	Lieutenant Ryan Kinnan	Citrus Heights Police Department	Rkinnan@citrusheights.net
9	Devon Rodriguez	City of Citrus Heights	drodriguez@citrusheights.net
10	Rhonda Sherman	City of Citrus Heights	rsherman@citrusheights.net
11	Ruxandra Niculescu	Geographic Services Inc. (GSI)	ruxandra@gsienviromental.com
12	Jerry McCall	Gold's Gym	jrm@mccallgymgroup.com
13	Gary Giri	Lart Valero	uddhav14@yahoo.com
14	Sunny & Kuljit Mann	Mann's Liquor	sunnymann711@yahoo.com
15	Lola Brekke	Property owner for 8113-8129 Auburn Blvd. (Warehouse Paint - Auto Zone)	<a href="mailto:lolbr@aol.com">lolbr@aol.com</a>
16	Kim Daffin	Quality Tire	kimdaffin@yahoo.com
17	Jason Stillway	Riebes Auto Parts	jason_s@riebes.com
18	Kristy Day	Rockwood Consulting	
19	Lance Lewis	Steve Cook's Fireside Lanes	lance12094@aol.com
20	Kathilynn Carpenter	Sunrise Marketplace	kathilynn@SunriseMarketPlace.com
21	Earl Goldstein	Sylvan Corners Plaza	earlgoldstein@wavecable.com
22	Ernie McPherson	Teriaki	platomcp@gmail.com
23	Richard Hale	Walt's Auto Service	hale2@surewest.net
24	Joannie Schneider	Wells Fargo	jmt1114@gmail.com

The meeting was opened by Rich Hale, and introductions were made.

### RECAP RESULTS AND KEY ISSUES

Kristy Day with Rockwood Consulting reviewed the TOP ISSUES and GOALS from last months' meeting:

#### Public Safety

1. Homeless / Panhandling / Loitering
2. Increase police presence

#### General Business Environment

3. Impact on walk-in business during construction
4. Run-down strip malls.

#### Goals From 4/14/15 Meeting

- Focus on K-mart
- Business advocacy
- Coordinate efforts with other business groups, partnerships

- Liberalize planning and building codes
- Improve aesthetics and image through more proactive code enforcement
- Become a Business Association

### **HIGHLIGHTS OF THE BUILDING BLOCKS EVENT**

Devon Rodriguez discussed highlights from the “Building Blocks” presentation, held on Wednesday May 6, 2015. The keynote speaker was Michele Reeves, a commercial development consultant and revitalization expert with real world, private sector experience. She delivered a practical and enthusiastic presentation for improving Auburn Blvd. Since people don’t read signs, we want to “show” not tell our customers what we sell. Simple suggestions included updating building lighting, seeing into our storefront (transparency) and using 3 different colors of paint on your building. Michele says that “beige is NOT a color!” Your business should look welcoming day and night. Michele suggested an “Auburn Blvd. “extreme makeover team. We want to “leverage adjacencies” where we group like items together to increase sales. The example was made of a dentist who made coasters for a neighboring bar. Michele did some research to learn that Auburn Blvd. is located on Historical Hwy 40., a transcontinental highway that celebrated the automobile. We should build on that uniqueness, and let our community know that Citrus Heights is part of that history! If we’re an auto business, she suggested putting out an outdoor exhibit, perhaps a cool car. Perhaps having an American Graffiti weekend, with car shows, special drinks, and getting all the businesses involved. She had over 200 photo slides in her presentation. Devon had her presentation videotaped, and is currently working with IT to have it compressed into a file. She suggested that she could either send it out, or we could watch it at a future ABBA meeting.

### **HOMELESS ENVIRONMENT AND POLICING**

Lieutenant Ryan Kinnan with the Citrus Heights Police addressed the concerns about the homeless. He emphasized that the Police Department is committed to addressing safety concerns and the homeless issue.

He started off by asking, “how do we make the area less inviting to the homeless, and increase police presence?” Like any business issue, we need to research the problem, and gather information BEFORE you can do anything about it. He said that the Police Department has created a survey on the homeless issue and is encouraging everyone to complete it. It was emailed out around May 6<sup>th</sup>. Please take the time to complete the survey - <https://www.surveymonkey.com/r/chhomelessness>

They have counted 41 homeless in the last month. 75% of them have some ties to the Citrus Heights area. Alcoholism and mental illness are the main reasons why people are homeless. The homeless in Citrus Heights say they “feel” safer here, because they feel protected, and are not harassed by the Police Department. So far, they have received 199 returns, and the majority are residents.

#### Review of codes

You might be surprised to learn that homelessness is not a crime. However, loitering is a crime. Asking for money is not a crime, although “aggressive panhandling” is a crime. If you encounter a homeless person who is drunk or high, call the Citrus Height Police Department CHPD (non-emergency number 727-5500) If they are preventing customers from entering your business, call the CHPD non-emergency number 727-5500. It’s illegal to have a shopping cart, call the CHPD non-emergency number 727-5500. If there are syringes behind your business, call the CHPD non-emergency number 727-5500.

What is Loitering? When a person hangs around a business when they’re NOT doing any business. If a person is loitering around your business, call the CHPD non-emergency number 727-5500. Do NOT call 911. This number should only be used for life-threatening emergencies.

Lieutenant Ryan Kinnan emphasized that if you’re having an issue with the homeless, you need to call them. Even if they can’t come out immediately, they will take your information, and include the data in

their report. They need your data to address the issues, and find solutions. If you don't call, the Police Department won't know there is a problem, and the problem won't be solved. Kristy Day asked if there was a cheat sheet of the codes, listing the common issues, and how to handle them.

#### CPTED = Crime Prevention Through Environmental Design

Lieutenant Ryan Kinnan suggested looking at your own business and looking for ways to discourage homelessness and loitering at night. Practical ways include brighter lighting and trimming plants.

Non-emergency issues can be reported via:

- Citrus Heights on-line Crime Reporting form - <http://www.citrusheights.net/247/Online-Crime-Reporting-Form>
- Call the CHPD non-emergency number 727-5500
- Call Lieutenant Ryan Kinnan at: 727-5567
- Contact your local POP officer (Problem Oriented Policing) at - [POP@citrusheights.net](mailto:POP@citrusheights.net)

When Lola asked how her tenants should handle the homeless if they are exposing themselves or high on drugs or alcohol, Lieutenant Ryan Kinnan warned her that you should never "put yourself in harm's way". Don't attack the homeless. Get as much information as you can, then call 911.

#### What is being done about the homeless issue, is the CHPD being proactive?

Lieutenant Ryan Kinnan said that there are resources available for the homeless, such as "Homeless Assistance Resource Team" (HART), community "Stand Down" events that provides supplies and services to homeless Veterans, working to build relationships with the local homeless, and partnering with them to get needed help. The CHPD is working to reduce and address the issues. They have received approval for 2 reserve officers to work on the homeless issue.

#### Code Enforcement Issues

The CHPD is looking to hire 3 code enforcement officers. Lieutenant Ryan Kinnan said they will be looking for broken windows, weeds and graffiti, as it detracts from the aesthetics of the building. He encouraged us to take care of our own business, and hold our neighbors accountable. Keeping the City clean is one of our priorities. As an example, Leah Buck, a Code Enforcement Officer, has gone out and personally cleaned up graffiti. The City has resources to clean up graffiti (and it's not always Leah!!) and Ryan encouraged the group to call if they saw problems, and work with us to clean it up. If you have any questions, send the CHPD an email, or call them. We have several reporting mechanisms to let the PD and Code Enforcement know what is going on. Check out the City's and PD website for online reporting methods. If you have any questions, Ryan knows where to find the answers! His email is [Rkinnan@citrusheights.net](mailto:Rkinnan@citrusheights.net) and phone number is (916) 727 – 5567.

#### **DEVELOP ACTION PLAN**

Kristy Day revealed the ABBA Action Plan Matrix document, and helped us organize our top issues into a workable plan. We still need to identify responsible parties, costs and timeline. Attached is the Action Plan we worked on... Please keep in mind that it's a work in progress.

#### **NEXT MEETING (2<sup>nd</sup> Tuesday of each month)**

Scheduled for Tuesday, June 9, 2015, at 6pm. For now, it will be held again at Capitol Mechanical's office, 7300 Auburn Blvd in Citrus Heights. However, we need to start looking for a new meeting place, as the building is up for lease. If you have a suggestion, please let Rich Hale know.

We will use the June meeting to set up an executive board, and start working towards completing our first goal (from the ABBA Action Plan). Email Rich if you have any ideas or comments. Rich Hale is looking for a Vice-Chair to cover future ABBA meetings in the case of absence.

## **HISTORICAL US 40 / LINCOLN HIGHWAY**

Rich mentioned the article that Dave Popken (owner of Citrus Heights Body Shop) wrote about our historical significance! Auburn Blvd. and historic U.S. 40, is part of the Lincoln Highway, a national historic corridor that runs from San Francisco to Atlantic City, New Jersey! It was created to celebrate the automobile and encourage leisurely driving. As a business community, Dave would like to see us capitalize on the historical significance of Auburn Boulevard, and share it with our customers! Dave's article is attached for you to read and enjoy... ☺