

MEETING SUMMARY

Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, June 9, 2015

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

Minutes by Kimberly Berg

ATTENDEES:

	NAME	BUSINESS	EMAIL ADDRESS
1	Dave Popken	Citrus Heights Body Shop	chbs@comcast.net
2	Kimberly Berg	Citrus Heights Carwash	kimberly.berg@comcast.net
3	Lieutenant Ryan Kinnan	Citrus Heights Police Department	Rkinnan@citrusheights.net
4	Devon Rodriguez	City of Citrus Heights	drodriguez@citrusheights.net
5	Jerry McCall	Gold's Gym	jrm@mccallgymgroup.com
6	B.S. Johal	JB Liquor	garyjohal9@gmail.com
7	George Muntean	Muntean School of Music	contact@munteanschool.com
8	Lisa Peters	Randy Peters Catering	lisa@randypeterscatering.com
9	Earl Goldstein	Sylvan Corners Plaza	earlgoldstein@wavecable.com
10	Richard Hale	Walt's Auto Service	hale2@surewest.net

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

SELECT AND APPROVE NEW BOARD

Rich Hale has agreed to continue as the President for one year, and Kimberly has agreed to continue as the Secretary. We can start the clock tonight.

We're looking for someone to be the Vice Chair, to assist Rich. Dave Popken expressed some interest. Jerry thinks it might be premature to setup a board. He wants more legal structure in place for the ABBA Association, including by-laws. He suggested forming a committee that would meet off-line and determine how the association will be set-up and structured. After some discussion, Jerry volunteered to look into the legal aspect of setting up a legal entity.

The Antelope Crossings business association does not have any by-laws. For them to open a bank account, they had to have a list of business members, show a board of directors with board meetings, and a resolution that they are opening a bank account. Members voluntarily donate money to support their association, and the Spooktacular event, held in October.

LOW MEETING ATTENDANCE

Sadly, there were only 10 attendees at tonight's meeting, compared to 24 at last month's meeting. Rich encouraged everyone to keep coming. The low attendance was discussed, and ways we could help increase it. Auburn Blvd. is made up of small business owners, who are often the sole proprietors. June is also a busy time of year with graduations, kids getting out of school and vacations. Devon suggested that she could do more marketing to encourage future attendance. Earl said we need to get a commitment from more Auburn Blvd. business owners, and determine if there is enough interest in having a business association, at all.

Lisa asked, "what is it going to take to get more businesses involved?" Someone else suggested seeing some action on our part and putting on an event. Earl mentioned sending out a letter, asking each land owner to send in \$200, and business owners send in \$100, and if they don't send in their money, then we'll know that we can't move forward. Rich asked who would be willing to submit a check to get things moving forward, and help pay for the Sylvan Community Center. This will be our new meeting place for

the time being. The Community Center will cost us about \$200 a year, which includes \$75 rental, \$50 cleaning deposit and insurance. Jerry suggested having monthly dues, which might be a “softer” way to generate funds to pay for our improvements, instead of a tax assessment. Dave suggested matching funds if business or property owners are unable to pay \$100 - \$200.

Rich emphasized that we need to continue to call and personally invite business and property owners to come to the ABBA meetings.

It was agreed that we need to continue to sell the idea of having an ABBA association, before we ask for money. Devon suggested using a letter to poll individual’s level of interest in the association. Rich asked Kimberly to write an invitation to the business and property owners. It will include our mission statement and vision of where we’re going, and also what we have already done, and immediate benefits to the business and property owners. The association is a great opportunity to be in touch with city officials about our common issues. We are fortunate to have dedicated attendance from a city staff member (Devon Rodriguez) and police officer (Lt. Ryan Kinnan). We have identified that the homeless issue is one of our top concerns. By forming a strong merchant association, we can strengthen business relationships, have a stronger voice with the city, solve our common issues and drive more business to Auburn Blvd. Kimberly agreed to write the draft and review it with Rich, Lisa Peters and Devon. Devon volunteered to mail it to her list of 350 addresses.

CITY HALL RELOCATION

City Hall is moving from their current location to the Grand Oaks Shopping Center, while their new location is built over the next year. Since the meeting, the City’s move schedule has changed. City Hall will remain open during the move. City Hall will open at its temporary location, 7927 Auburn Boulevard, on Monday, July 13th. Once built, the new City Hall will be located at the intersection of Fountain Square Drive and Stock Ranch Road, adjacent to the Post Office and within close proximity to the Police Service Center and the Community Center. During the move, all city council meetings will be held at the community center, located at 6300 Fountain Square Drive.

ELECTRONIC SIGNS DISCUSSION

Devon presented draft regulations on electronic signs, and is looking for business feedback. See attached presentation... They have received a lot of interest from businesses wanting to use electronic signs. Currently, the sign ordinance only allows electronic signs to display time and temperature. Devon will also be getting feedback from the Chamber of Commerce. There are safety concerns about the electronic signs - Are they too bright? Are they too distracting? They are not talking about electronic billboards, or screens on actual buildings. The proposed criterion is that the electronic sign will not exceed 50% of the sign face area or 32 square feet max. Electronic pole signs are NOT be allowed. The electronic sign would be on a monument sign, with some architectural interest. The electronic sign at Rusch Park is not affected by these guidelines, as they are considered a “special district”.

A City Council Study Session is scheduled for Thursday, June 25th at the Community Center, 6300 Fountain Square Drive. The public is welcome to attend the study session, and give their comments. There are three other study session items scheduled for June 25th. The Study Session will begin at 5:30 p.m. and electronic signs are the last item. The regular City Council meeting will begin at 7:00 p.m.

HART (HOMELESS ASSISTANCE RESOURCE TEAM)

Kathilynn Carpenter is the director of this team. They meet the 4th Thursday of each month, at the Holy Family Church, 7817 Old Auburn Rd, Citrus Heights.

Rich wants a business owner to attend HART meetings regularly so we can get an update back to our ABBA meetings.

Lt. Ryan gave the following update on HART:

Kathilynn is working with local businesses to help the homeless. They received a grant for \$12,000 to fund the Navigator program, which will pay for a part-time person, to act as a liaison for the homeless program. Their job is to help build a relationship with the homeless. Sacramento Steps Forward and Sacramento Self Help Housing received a grant for a Stand-Down event in the spring that will bring medical, dental, and judicial services to local veterans.

UPDATE ON THE HOMELESS ISSUE

The Citrus Heights Police Department completed their homeless survey. They received 215 responses, and most of those were from residents. They are proactively looking for homeless residents, mainly in the north part of Auburn Blvd. (Grand Oaks area). They are NOT turning a blind eye to the homeless issue. Over a 6-week period, they counted 53 homeless people. 75% of our homeless population have a green card (permanent resident status), and 53 have ties to this area - so, they're not going anywhere. Ryan encouraged business and property owners to call the CHPD when they see homeless problems. The police may not be able to respond immediately, but they will document the information and piece it together with additional information that comes in. They need the "intel" (intelligence) so they are aware of the problem, and can work towards a solution.

ACTION PLAN

Lisa suggested we contact the ABBA members who were unable to attend tonight's ABBA meeting, and let them know they were missed. We divided up the list and everyone volunteered to call those who they know personally.

NEXT MEETING - NEW DAY / TIME / LOCATION

Future ABBA meetings will be held at the Sylvan Community Center, located at 7521 Community Drive in Citrus Heights (corner of Sylvan Road and Community Drive).

The next meeting is scheduled for Monday July 13th at 6:15pm. Please plan to attend as everyone's attendance is needed!