

# MEETING SUMMARY

## Auburn Boulevard Business Association (ABBA) Meeting

Monday, July 13, 2015

6:15 p.m., Held at Sylvan Community Center

Minutes by Kimberly Berg

### ATTENDEES:

	NAME	BUSINESS	EMAIL ADDRESS
1	Kimberly Berg	Citrus Heights Carwash	kimberly.berg@comcast.net
2	James Garing (POP)	Citrus Heights Police Department	jgaring@citrusheights.net
3	Michael Coltharp	Citrus Heights Police Department	mcoltharp@citrusheights.net
4	Herb Stone	Citrus Heights Pre-school	<a href="mailto:herb@stoneyshooter.com">herb@stoneyshooter.com</a>
5	Linda Bruce	Citrus Heights Pre-school	lrbruce67@yahoo.com
6	Devon Rodriguez	City of Citrus Heights	drodriguez@citrusheights.net
7	David Wheaton	City of Citrus Heights	dwheaton@citrusheights.net
8	Jerry McCall	Gold's Gym	jrm@mccallgymgroup.com
9	Gary Giri	Lart Valero	uddhav14@yahoo.com
10	George Muntean	Muntean School of Music	contact@munteanschool.com
11	Earl Goldstein	Sylvan Corners Plaza	earlgoldstein@wavecable.com
12	Richard Hale	Walt's Auto Service	hale2@surewest.net

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

### DISCUSSION ON SELECTION OF THE BOARD OF DIRECTORS

Rich Hale has agreed to continue as the President for one year, and Kimberly has agreed to continue as the Secretary. We are looking for a Vice Chair and Treasurer. We need a full board of directors in place before we can open a checking account. Please consider getting more involved in ABBA and taking a position.

### MEETING LOCATION

We're anticipating membership to cost \$200 a year. This will cover our rental of the Sylvan Community Center, which is a nominal amount of \$300 a year (including insurance). Due to scheduling of the facility, Tuesday nights are NOT available right now. Meetings will continue to be held the 2<sup>nd</sup> Monday of each month.

### SUMMER MEET AND GREET

Gary suggested a networking meeting, perhaps meeting at Stones Gambling Hall. Rich would prefer the event be held on Auburn Blvd, possibly at the church on Auburn Blvd., or hold a walking tour of all the businesses. .

Jerry suggested a Farmer's Market. He'd like to see an ongoing event, not just a one-time event. Earl said that the Farmer's Market locations are carefully chosen, and you sign a contract. It's not just a matter of making a phone call, and having the vendors show up.

Devon confirmed that we're looking at 2 separate events. One is to bring the businesses together, and the other would be a fun on-going event that draws the public to Auburn Blvd.

It was suggested that we attend the Hot August Bites at Rusch Park, Saturday August 15<sup>th</sup>, 4-8pm. When Devon asked if we want to get involved at this event, the group was very supportive. Earl suggested that we attend the event, and invite other business owners. Rich emphasized that we need to

organize our group, and have a purpose, and asked, "What are we trying to accomplish? What do we want the boulevard to become?"

### **LEGAL STRUCTURE UPDATE**

Jerry gave an update on setting up the legal structure for our group. Jerry made a phone call to an attorney in Roseville, who handles basic business issues. The attorney is willing to present at a future meeting, at no charge, to talk about how we can setup a 403C structure. We need to establish by-laws on how to elect board members and their authority. Rich suggested having the attorney come to our meeting in September.

### **DESIGNING ABBA LOGO**

Our Business association needs a logo. One Print Source may be able to help us design a logo. Devon volunteered to talk with Rebecca McLemore for assistance.

### **HOW CAN WE GET MORE BUSINESSES INVOLVED?**

Rich asked if we had any ideas on how we can encourage more business owners to attend our ABBA meetings. George suggested writing a letter to the schools to get the community more involved. George and Rich will work together to come up with some key phrases. Rich encouraged everyone to reach out to 5 business owners around you, and emphasized that it's going to take 1:1 personal attention to get more people involved.

### **CITY UPDATE**

David Wheaton, the General Services Director gave the following update. City Hall is moving to their temporary location on Monday July 13<sup>th</sup>. The temporary location will be in the Grand Oaks Shopping Center, 7927 Auburn Boulevard. They are expected to break ground for the new city hall this week. Heavy digging will start this summer. Next phase of Auburn Blvd. is going smoothly (from Rusch Park to Hwy 80). Construction costs are reliant on the transportation bills that are going through Congress now. Underground and more street lighting will start in 2018-2019. Sylvan Middle School is closing soon and the kids will transfer to another local elementary school. The San Juan School District owns the land. State Legislation requires that the land is first offered to charter and private schools first.

Rich encouraged businesses to get involved in the Auburn Blvd. construction process. Be involved and be involved often!

### **CITRUS HEIGHTS POLICE DEPARTMENT UPDATE**

James Garing gave the following update on the transient, homeless, issue. The Citrus Heights Police Dept. completed their homeless survey. They found that the homeless live in the neighborhood, because they have family around. The police are committed to working with local businesses to resolve any issues. If you see a problem, or see people sleeping behind a business, contact the police department. They have identified 53 homeless people. James comes from Santa Cruz, and is experienced working with the homeless. Santa Cruz has a homeless population of approximately 2000. If the officer cannot come out right away, ask them to call you.

James discussed the CPTED Program (Crime Prevention through Environmental Design). This is where the police will come out to your home or business and evaluate your location for potential crime risk. CPTED attempts to reduce or eliminate those opportunities by using elements of the environment to (1) control access; (2) provide opportunities to see and be seen; and (3) define ownership and encourage the maintenance of the area. Examples include adding a locking faucet cap, or removing the water spigot handle (requires a special tool), covering an external electrical outlet, so they can't steal your power, cutting down overgrown landscaping to eliminate sleeping places, or fixing a dilapidated fence. If you're interested in a site visit for CPTED, call James Garing or the Citrus Heights Police Department.

Michael Coltharp is a transient officer with the Citrus Heights Police Department. He wants to provide resources to the homeless who are seeking help. He'll be reaching out to business owners for further assistance.

If you are experiencing vandalism, look into improving your lighting, and getting video cameras. You can also request extra police patrols. The police can issue a "Trespass Warning" that is good for 30 days.

### **HART (HOMELESS ASSISTANCE RESOURCE TEAM)**

Kathilynn Carpenter is the director of this team. They meet the 4<sup>th</sup> Thursday of each month, from 12 Noon – 1pm, at the Holy Family Church, 7817 Old Auburn Rd, Citrus Heights.

Rich would like a business owner to regularly attend the HART meetings so we can represent Auburn Blvd. and also get an update back at our ABBA meetings.

### **ABBA AT HOT AUGUST BITES**

After more discussion, it was decided that we attend the Hot August Bites event on August 15<sup>th</sup> (3<sup>rd</sup> Saturday of August), 4-8pm at Rusch Park. We need to encourage other business owners to attend. The event will take the place of our August 10<sup>th</sup> meeting. The event will include food trucks, vendor booths, and a car show. ABBA will have a booth setup to help educate the public and Auburn Blvd. businesses.

### **FUTURE ABBA MEETINGS**

#### **ACTION PLAN**

Encourage other businesses to attend the August 15<sup>th</sup> event. Gary suggested having a hat, or shirt that would identify our ABBA association. Dale Covey, with Antelope Crossing, is planning their annual Spooktacular event. It brings a lot of businesses together. Devon said that for some businesses, the fall event is their best sales day of the year. Earl reminded us that Antelope Crossing started the same way as ABBA is. The first year, their Spooktacular event was a bust, but they didn't give up. It's about getting the business owners to spruce up their property, and work together as a team.

#### **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 Saturday, August 15<sup>th</sup> 4-8pm, at the Hot August Bites, at Rusch Park.** Please plan to attend as everyone's participation is needed!