

# MEETING SUMMARY

## Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, October 13, 2015

6:00 p.m., Held at Citrus Heights City Hall (temporary location)

Minutes by Kimberly Berg

### ATTENDEES:

|    | NAME                  | BUSINESS  | EMAIL ADDRESS                                    |
|----|-----------------------|---|--|
| 1  | Gary & Monica Albert  | Capitol Mechanical  | capmech@surewest.net                             |
| 2  | Dave Popken           | Citrus Heights Body Shop  | chbs@comcast.net                                 |
| 3  | Kimberly Berg         | Citrus Heights Car Wash   | kimberly.berg@comcast.net                        |
| 4  | Rick Doyle            | Citrus Heights Planning Commission                                  | doyle.r@att.net                                  |
| 5  | Officer Jason Baldwin | Citrus Heights Police Department                                    | jbaldwin@citrusheights.net                       |
| 6  | Devon Rodriguez       | City of Citrus Heights  | drodriguez@citrusheights.net                     |
| 7  | Jerry McCall          | Gold's Gym  | jrm@mccallgymgroup.com                           |
| 8  | Gary Giri             | Lart Valero   | uddhav14@yahoo.com                               |
| 9  | Rebecca McLemore      | One Print Source  | rebecca@onepg.net                                |
| 10 | Lola Brekke           | Property at 8113-8129 Auburn Blvd.<br>(Warehouse Paint – Auto Zone) | <a href="mailto:lolbr@aol.com">lolbr@aol.com</a> |
| 11 | Richard Hale          | Walt's Auto Service   | hale2@surewest.net                               |

The meeting was opened by Rich Hale, and introductions were made. Our next meeting will be the 2<sup>nd</sup> Tuesday in November - November 10<sup>th</sup> at 6pm.

### HOWL 'O WEEN PARADE AND HARVEST FESTIVAL

This event is scheduled for Saturday October 24<sup>th</sup>. Starting at 9am, the parade will run from Twin Oaks to Rusch Park. The parade will be followed by the Harvest Festival, with 60 vendors and a variety of life entertainers and demonstrators.

### "SUPPORT OUR POLICE" CAMPAIGN

Kimberly is working with Diane Ebbitt-Riehle, the Coordinator for the Citrus Heights Police Activities League (PAL). The campaign is in response to the recent incidents of violence across the nation directed at police officers. The problem is because the public has lost trust in their police department. In contrast, here in Citrus Heights, we have an excellent relationship with our police force. We want the city and nation to know that the residents and businesses of Citrus Heights support our police department. To that end, Sue Frost will be making a formal proclamation of "We Support our Police Week" from Sunday October 18<sup>th</sup> – Saturday October 24<sup>th</sup>, at both the City Council meeting on Thursday October 22<sup>nd</sup> at 7pm, and at the Howl 'O Ween Harvest Festival on Saturday October 24<sup>th</sup> (~ 10am).

To show your support during this week, you can purchase an 18" x 24" yard sign or 24" x 36" banner for a contribution of \$100 to the Citrus Heights PAL. Blue ribbon pins will also be available for purchase at the Harvest Festival. So far, we have been very encouraged by the city's response.

The Citrus Heights Police do more than carry guns and react to crime. They are continually building on their extensive Community Oriented Policing to prevent crime, support local businesses, educate families and influence the lives of our youth and under-served residents. The Citrus Heights Police Department has won many awards, and the major ones are the James Q. Wilson award, naming them the Number ONE "Community Oriented Police Department" in the entire State of California, in 2012 and again in 2013. This award has never been won back-to-back. In 2014, Police Chief Christopher Boyd was selected to serve as the President of the California Police Chief's Association. This is the first time in 39

years that ANY Police Chief from Northern California served in that capacity. We have a right to be proud of our police department. Please join us in supporting them!

### **DESIGN OUR ABBA LOGO**

Devon quoted what Michele Reeves, a commercial development consultant and revitalization expert with real world, private sector experience, had said about Auburn Blvd during her “Building Blocks” presentation in May. She said that it was a “vibrant mix of locally owned, one-of-a-kind, unique businesses.” She said there is a lot of expertise and knowledge on Auburn Blvd. She was impressed that the Appliance Parts Center has over 100 years of combined appliance experience, and that Aba Daba Rentals also sells party supplies. We have lots of automotive businesses along the boulevard, and we need to highlight our uniqueness. To watch a video of her presentation, visit the City’s YouTube page at - <https://www.youtube.com/watch?v=RL9H1kNEfmc>

Rebecca McLemore, with One Print Source helped us organize our ideas into a business association logo. Feedback from the group included:

- Use round circle
- Include US Hwy 40 sign and maybe a photo of Citrus Heights
- Antelope Crossing Business Association, doesn’t shorten their name to an acronym
- Drop ABBA from the logo to simplify the design, use the full name of our association
- US 40 design instead of California 40 highway sign
- Have the highway running through the US highway sign
- Text at the top of the circle should read “Auburn Blvd. Business Association” and the bottom should include “Citrus Heights”
- Add the text “historical route” instead of “US”
- Add “established 2015”, under Auburn Blvd (at top of circle)
- Colors: black, white and green

Rebecca will create the new logo in Adobe Illustrator, then convert it to PDF and send to us for feedback. We’ll plan to vote on it at our next month’s meeting, on November 10th.

### **DISCUSSION ON SELECTION OF THE BOARD OF DIRECTORS**

Rich emphasized that our board of directors is now in place, and we’re ready to vote them in tonight. The terms will be spelled out in our future by-laws. We have 7 board members (including 3 members at large). 7 is an odd number in case we need a tie-breaker. Now we can legally open our checking account. Next step is to meet with an attorney and move forward on the by-laws.

- Rich Hale (Walt’s Automotive) will continue as the President, leading our group for another year.
- Dave Popken (Citrus Heights Body Shop) will represent our association at the other end of Auburn Blvd. Dave will be Vice-President now and will assume the role of President in November 2016.
- Kimberly Berg (Citrus Heights Car Wash) will continue as the Secretary
- Rebecca McLemore has volunteered to be our Treasurer.
- 3 Members at Large: Gary Albert (Capitol Mechanical), Jerry McCall (Gold’s Gym), Gary Giri (Valero Gas Station)
- Lisa Peters expressed interest as an alternate, who will sit in and listen.

We currently have 8 business owners that show up for each meeting (Earl, Devon, Dave, Gary, Jerry, Gary & Monica, Rebecca, Kimberly). By December, our goal is to have a core of 12 business owners that show up for every meeting. We only need a few more businesses, please continue to talk with your business neighbors and invite them to our business association meetings. Rich suggested a \$200

association fee to join, and fund future plans. Rich said there are 213 businesses along Auburn Blvd. (including tenant spaces). Boundaries are Sylvan Corner to Roseville city limits.

### **DISCUSSION ON FUNDING AUBURN BLVD. BUSINESS ASSOCIATION**

Rich asked about the use of grant funds from the city's Economic Development Support Program to help promote our business association. Devon Rodriguez said there are grants available up to \$5000, and would require an authorized signature. Over \$5000 would require approval from City Council. Funds could be used to set-up a website, or Facebook account, that could link to all our business that already have a Facebook account.

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

Officer Jason Baldwin (neighborhood POP officer) gave the report for Lieutenant Jason Russo, who was not able to attend. Jason will begin attending our ABBA meetings regularly. Jason reported that they're having problems with citizens not using the marked crosswalks and crossing in front of traffic. Jaywalking is hard to enforce. The police are stepping up enforcement around construction areas and educating pedestrians.

### **UPCOMING POLICE DEPARTMENT EVENTS**

- Halloween parade preparations are going well for October 24th
- PAL bike ride around Lake Natoma on October 31<sup>st</sup>, 10am – 1pm
- Baker to Vegas Race: The Citrus Heights Police Department is working with the Folsom Police Department for the B2V Race. It's a 120-mile foot race from Bakersfield to Las Vegas. On Saturday October 17<sup>th</sup>, there is going to be a spaghetti feed in Folsom to raise funds. All proceeds support youth and community programs.

### **UPDATE ON HOMELESS SITUATION**

Lola Brekke said the last 5 months have been very quiet. The homeless used to camp out, panhandle, and sell drugs around her building, but now there are no more problems. Jason says the police officers are talking with the homeless and trying to get them resources. In the homeless survey, they were asked if they are a military veteran, have family, or in need of medical assistance. Some homeless people don't want any help. For those who don't want any help, they monitor enforcement. They don't just handcuff them and take them away. Jason said they either get the resources they need, move elsewhere, or are in jail.

Jason said there is a shelter opening up in Roseville and one in Auburn. He encouraged the businesses to continue to call the police department if they have any problems.

Rich commended Kathilynn Carpenter for doing a great job as the Director of HART (Homeless Assistance Resource Team). Diane Ebbitt attended their meeting last month. Rich asked Gary to attend the October meeting, and represent ABBA and give us a report at our next meeting. The next HART meeting is scheduled for Thursday October 29<sup>th</sup>, 12 Noon – 1pm, at the Holy Family Church, 7817 Old Auburn Rd, Citrus Heights

### **DISCUSSION ON FUTURE ABBA MEETINGS**

Rich wants to have a party (business mixer) in December and invite all the businesses along Auburn Blvd.. It was decided that it should be held mid-week, somewhere on Auburn Blvd. Instead of having an ABBA meeting on December 8<sup>th</sup>, we will be having a party instead on - **Thursday December 10<sup>th</sup> 6pm – 8pm**. The purpose is to meet other business owners, and encourage them to join the Auburn Blvd. Business Association.

Dave volunteered to organize the December party, and asked if we had an email list of Auburn Blvd. business owners, to invite them. Devon said she has one, but it's only for use for the Auburn Blvd. design project. Devon is willing to mail out announcements. We need to create an invitation. It would

be ideal if we had an invitation created by November 3<sup>rd</sup>, so we could hand them out at the Community Meeting. Rich will work with Lisa Peters on catering the food.

### **PROMOTION IDEAS**

- Lola suggested having a button made up with our new logo, for this event
- Rich suggested having a Challenge coin, made with our logo. According to Wikipedia, a Challenge coin is a small coin bearing an organization's insignia (usually military), and carried by the organization's members. Traditionally, they are given to prove membership when challenged and to enhance morale
- Rich showed off a colorful brochure that the Sunrise Marketplace uses that includes a list of businesses and shopping map.

In the spring, we can organize a business walk along Auburn Blvd. We can break the boulevard into quadrants, and assign each person or pair a quadrant. Then walk Auburn Blvd. to meet and greet your fellow business owners.

Lisa Peters suggested it would be helpful if we had name tents for our members at our meetings, and volunteered to make them. Kimberly will send Lisa a list of ABBA members.

### **AUBURN BLVD. UPDATE (2<sup>nd</sup> Phase)**

Devon announced there is a Community Meeting on Tuesday 11/3 at 6pm at Rusch Park, to unveil Auburn Blvd. design changes. All utilities will be put underground. Switches will happen during the night. They will coordinate any water outages with the business and property owner, with their cooperation. Devon encouraged everyone to attend the weekly construction meetings. They don't have funds to start the construction until the design phase is done. They expect construction to start in 2017-2018 timeframe. The Project Manager will be available during the construction. If you can't attend a construction meeting, contact the Project Manger. If you have any questions now, contact Devon (see above contact information)

### **NEXT MEETING**

ABBA meetings will now be held at the temporary Citrus Heights City Hall, located at 7927 Auburn Blvd in Citrus Heights (Grand Oaks Shopping Center). Meetings will return to being held the 2<sup>nd</sup> Tuesday of each month, 6pm – 8:30pm

**The next meeting is scheduled for Tuesday November 10<sup>th</sup> 6pm.** Please plan to attend as everyone's participation is needed!