

MEETING SUMMARY

Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, February 9, 2016

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

Minutes by Kimberly Berg

ATTENDEES:

	NAME	BUSINESS	EMAIL ADDRESS
1	Diane Ebbitt-Riehle	A-Applied Mailing Service	ebbitt01@outlook.com
2	Gary Albert	Capitol Mechanical	capmech@surewest.net
3	Dave Popken	Citrus Heights Body Shop	chbs@comcast.net
4	Kimberly Berg	Citrus Heights Car Wash	kimberly.berg@comcast.net
5	Dean Henricks	Citrus Heights Pet Hospital	gramaboo97@yahoo.com
6	Sargent Jason Baldwin	Citrus Heights Police Department	jbaldwin@citrusheights.net
7	Devon Rodriguez	City of Citrus Heights	drodriguez@citrusheights.net
8	Jerry McCall	Gold's Gym	mccallgyms@gmail.com
9	Patrick O'Neil	Grand Oaks Bingo Center	PJO.bingo@gmail.com
10	Gari Giri	Lart Valero Gas Station	Uddhav14@yahoo.com
11	Jennifer Riffe	Nor Cal Auto Body	norcalautobody@surewest.com
12	Chad Riffe	Nor Cal Auto Body	norcalautobody@surewest.com
13	Joseph Jarne	PPG Paints	PAF8104@ppg.com
14	Earl Goldstein	Sylvan Corners	earlgoldstein@wavecable.com
15	Richard Hale	Walt's Auto Service	hale2@surewest.net

ABBA business meetings are held at the temporary Citrus Heights City Hall, located at 7927 Auburn Blvd in Citrus Heights (Grand Oaks Shopping Center). Meetings are held the 2nd Tuesday of each month, 6pm – 8pm. **Our next business meeting will Tuesday March 8th at 6pm.**

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

DISCUSSION OF 2nd BY-LAWS MEETING

Rich Hale gave a status update on our association's by-laws. The board of directors met for a 2nd time on Friday February 5th to finalize our by-laws, and we hope to file our letters of incorporation by March.

Jerry McCall with Gold's Gym expressed concerns that the by-laws had some gaps, and doesn't clearly address membership, money or dues. He wants it to include our mechanism for getting funds.

Dean Henricks with the Citrus Heights Pet Hospital suggested that we add text that dues will be required, but that it's up to the board of directors to determine the actual amount.

We have hired Bill Seiffert to write our by-laws, at a cost of \$1500. To be a member of the association, membership dues will be \$200 a year. This applies to property owners, business owners, or tenants. In lieu of Jerry's concerns, Rich will ask Bill to describe this more clearly. There was some discussion if we should limit membership to Auburn Blvd. owners and tenants only. Who is eligible for membership? Devon recommends using the "boundaries of the Auburn Blvd. Specific Plan", which includes businesses on the side streets.

Diane Ebbitt-Riehle is an example of someone who wants to be involved with the Auburn Blvd. Business Association. Although she doesn't own a business on the Auburn Blvd. corridor, Ray has a business on Antelope Road. Diane is involved with the Economic Development committee, and was recently asked to represent HART (homeless assistance resource team) Rich believes that we shouldn't discourage

businesses from wanting to join the Auburn Blvd. Business Association, if they want to. But we may want to limit their ability to vote on key issues.

Jerry McCall asked how the board members are determined. Rich reminded the group that everyone was asked and encouraged to be a part of the board. We want there to be transparency with the board of directors. Rich will schedule another board meeting that will include Jerry to ensure that his questions are answered, by the end of February. Rich asked everyone to review the current by-laws and send Rich any questions or concerns by Friday February 19th. The board of directors will meet again by the end of February, so we can finalize the by-laws before our March meeting.

FINANLIZING OUR LOGO

Rebecca had a conflict and was unable to attend tonight's meeting. Rebecca is still working on our logo and will provide an update at the next meeting in March.

DISCUSSION ON GATEWAY IDEAS FOR THE NORTH END OF THE CORRIDOR

Devon Rodriguez gave an update on the gateway idea. Two design options will be presented to the City Council on Thursday 2/11/16. One is a center median option. If we went with this option, it would technically be on Roseville's property, due to space constraints. The other idea is a stand-alone archway over Auburn Blvd. that would include a traffic signal. When both options were discussed at the November 3rd Auburn Blvd. Community Update meeting, it was split 50/50. Since it's still early in the design process, we don't know the actual costs at this time. Devon encouraged members to attend the City Council meeting on Thursday 2/11, to give their feedback. If we went with the archway design, we could leverage grant funding, as it includes a traffic signal. We want our design to be different than what Sunrise Marketplace and Roseville already have. Devon showed a recent photo of an archway currently being used in Hayward. By a show of hands at this meeting, everyone in the room (15 people) preferred the archway, instead of the center median option. Rich is planning to attend the City Council meeting on Thursday 2/11, and encouraged everyone to attend if they could and voice their opinion during the "public comment" session. The meeting starts at 7pm. Devon will be giving an update on the gateway ideas, during the "department report" session.

LIGHTING INCENTIVES AND IDEAS

Gary Giri with Valero Gas Station has completed some lighting improvements at his gas station, and took advantage of the SMUD rebates. He wants to incorporate the city's business improvements with the lighting improvements. He feels this would be a good way for business owners to improve their lighting and take advantage of the incentives provided by the city and SMUD. Devon said she would look into this, and wondered how the city could help leverage this idea. Devon will get with Gary off-line to discuss further. With the SMUD rebate program, Gary said that he paid \$7 for a \$40 LED light. Patrick O'Neil with Grand Oaks Bingo Center said that he had an appointment with SMUD, and they are reviewing their LED incentives for this year.

CITRUS HEIGHTS POLICE DEPARTMENT UPDATE

Sargent Jason Baldwin gave the update. He said the week-long Hosting the Homeless event, held at the Holy Family Church, January 17th – 24th was a great success!

Sacramento Self-Help Housing provides a Navigator that helps the homeless transition from homelessness to regular living society, assisting with jobs, and needed documentation (i.e. driver's license, ID card). This position is currently paid for with a \$10,000 grant and works 6 hours a week. During her time, she reached out to 20 homeless people in Citrus Heights. Of that, 17 accepted services, and 15-16 were able to transition into some sort of housing. The Navigator gave this presentation, along with Kathilynn Carpenter at a recent City Council meeting. Next April, they will do another survey of the homeless, and determine the services they need, such as pet care, veteran's assistance, substance abuse.

On February 16th at Noon (for 4 hours), city officials will walk along Auburn Blvd. and talk with business owners about the current sign ordinance, and get their feedback.

Jason reminded businesses about the CPTED evaluation (Crime Prevention Through Environmental Design). The purpose is “to harden the target” against crime. This is a free service the police department provides. They will come out to your business and recommend ways to discourage homelessness and loitering at night. So far, only PCH Property Management has taken advantage of this service. The police recommended a couple small changes to improve their property.

On Wednesday March 30th, the city is holding a “Veteran’s Stand Down” event (see attached flyer). Veterans will receive meals, haircuts, new clothing, and access to dental services. The Navigator will be there to help assist them with housing. They have found that getting them into some kind of housing is the best place to start. Once they have a safe place to stay, they are relaxed and more open to addressing any alcoholism and substance abuse.

Jerry McCall raised concerns about the K-Mart closing by April 10th, and vacancy issues. He wants the parking lot lights back on. Jason said they will be contacting the owners to do a CPTED analysis. Although K-Mart is closing, there is still a property owner. K-Mart’s lease is expiring.

Rich said he had an issue at his business today. Someone tried to steal a Riebe’s delivery car while the person was delivering parts to Rich’s business. The assailant was high and ex-corrections. Rich encouraged everyone to review their business key policy, and stay vigilant. Diane Ebbitt said her Saturn car was recently stolen.

Devon said that Stones Gambling Hall approached City Council members concerning the results from a recent focus group. Their feedback was that people didn’t believe that Stones Gambling Hall was located in Citrus Heights. It’s an “image” issue. They suggested a grass roots approach for an Awareness & Branding campaign about all the positive changes in Citrus Heights. City Council agreed that this was an important issue and should be looked at further. This will be discussed again at a future City Council meeting. Stones Gambling Hall had a very positive experience working with the city on their facility and want to share that Citrus Heights is a great place to live and do business! The Sunrise Marketplace has done a very good job conveying the image that Citrus Heights is a great place to shop and eat. However, Auburn Blvd. is different from Sunrise Marketplace. We are made up of small businesses, along the historic Highway 40 corridor. We want Auburn Blvd. to be a destination, not a pass-through to Roseville.

Devon recently met with the folks from “Off the Grid” in the Bay Area. They host a weekly event, with 48 food trucks. Their idea is to create spots of activity that would otherwise be dead, and bring more activity to the entire area. They hold their events in city parks, street closures, on private property (plazas) and federal land. They are looking to expand into the Sacramento area, specifically the Auburn Blvd. and Sunrise Marketplace area. “Off the Grid” provides the event planning for the food trucks, and takes care of the insurance, event planning, chairs and lighting.. As the event is only held once a week, for 3-4 hours, it won’t compete with brick & mortar restaurants in the area. Sacramento food trucks are the ones asking for this event planning. Dean said that it could be a good thing, as it exposes the public to new restaurants in our area, and the public may start to eat out more often (make it a habit). The event is held in one set location, every week. They are looking at the Grand Oaks parking lot, as the area is wide open and accessible to Auburn Blvd traffic.

Rich reminded us that we need to start thinking about our group’s signature event.. Considerations include Hot August Bites in August, Red, White and Blue parade in October. Rich was thinking of a barbecue event or spaghetti feed. Jason suggested an event that could showcase new police cars and technology. Rich prefers not to hold the event at Rusch Park, as the events are hidden from the street. Joseph Jarne with PPG Paints suggested an Oktoberfest, with craft brew beers (2 ounce size). The

town of Downieville did something similar last year. Since it was a huge success, they're planning to do it again this year. Patrick O'Neil liked supporting the "Off the Grid" food truck event. He admitted that most people his age don't go to fundraising events. .

NEXT MEETING

The next business meeting is scheduled for Tuesday March 8th 6pm. Please plan to attend as everyone's participation is needed!