

MEETING SUMMARY

Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, March 8, 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	ebbit01@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	Officer James Garing	Citrus Heights Police Department	jgaring@citrusheights.net
6	Devon Rodriguez	City of Citrus Heights	drodriguez@citrusheights.net
7	Jerry McCall	Gold's Gym	mccallgyms@gmail.com
8	Gari Giri	Lart Valero Gas Station	Uddhav14@yahoo.com
9	Jennifer Riffe	Nor Cal Auto Body	norcalautobody@surewest.com
10	Chad Riffe	Nor Cal Auto Body	norcalautobody@surewest.com
11	Rebecca McLemore	One Print Source & Graphics	rebecca@onepg.net
12	Brian Poll	PCH Property Management	bpoll@pchpm.com
13	James Humphrey	PCH Property Management	bpoll@pchpm.com
14	Earl Goldstein	Sylvan Corners	earlgoldstein@wavecable.com
15	Kim Daffin	Tire Dealer	kimdaffin@yahoo.com
16	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 be Tuesday April 12th at 6pm.**

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

FINALIZING OUR LOGO

Rebecca McLemore with One Print Source & Graphics conducted a working presentation, with member participation where we reviewed, discussed and made “live” updates, further improving our new logo. For the sake of space, we decided to remove the text “established 2015” and added a black border around the letters to improve readability.

Rich shared that on a recent trip, he had stopped at the new museum at the Donner Memorial State Park, and watched an interesting video documenting the Historic 40 highway. Walt encouraged everyone to stop by and check it out if they were in the area.

HOMELESS RESOURCE TEAM

Diane said that their primary goal right now is looking for church membership. They are busy working on the Stand Down event for Wednesday March 30th (see attached flier) They are in need of dentists and doctors interested in volunteering their time and services to this event. The Stand Down event will be an all-day event. The Police Department is accepting gently used boots. The event is primarily for homeless vets and will be providing haircuts, dental and doctor exams, family services. They will have an intake person on-site, to determine their needs and assist them as needed, such as getting a social security card, with disability assistance or transitional housing.

If you would like to donate to the Stand Down event, they are looking for toiletries, socks, snacks, undershirts, and other personal items, or even \$5-\$10 gift cards to McDonald's. Devon will find out where we can drop off items.

AUBURN PLAN UPDATE

Devon Rodriguez gave the updates on the Auburn Plan. The City is hosting a community workshop to introduce the proposed new regulations for massage professionals. The City has had a moratorium in place while these regulations were prepared. Once these regulations are approved, the City will again be accepting new massage license applications.

All massage professionals and other interested parties are encouraged to attend the workshop to learn more about the updated regulations.

Community Meeting
Tuesday, March 29, 2016
9:00 a.m. - 10:30 a.m.
Citrus Heights Community Center
6300 Fountain Square Drive
Citrus Heights, CA 95621

For more information call (916) 725-2448 or email publicinfo@citrusheights.net

Devon gave an update about the "Active Auburn Campaign". The city is making changes to the zoning codes, and land use table to make it more flexible and consistent. The Planning Commission has already approved it, and then it goes to City Council on Thursday March 10th for a public hearing.

Devon gave an update about "Off the Grid", which hosts weekly events with local food trucks. They are currently assessing different sites within Citrus Heights. They want to have 2 markets – a weekday dinner and weekend lunch. They will be getting a concept to Devon within 5-7 days.

Randy Peters Catering is moving off Auburn Blvd. They have purchased a building on Vernon Street in Roseville.

A crepe restaurant is moving into the building where Charlie's Café was previously located. There is no timeline. Devon is working closely with them to make them aware of the city's resources. Rich Hale suggested that we "welcome" them to the boulevard, and support them by eating at their restaurant.

With Sylvan Middle School closing, the city is not sure what the end result will be. State law determines what the school district can do with their land, and who can acquire it. The school district has been very tight-lipped with the city on this topic. The site of the Sylvan Middle School is 8 acres and Carriage Drive Elementary School is about the same. An adequate middle school size is considered to be 12 – 13 acres. Carriage School is scheduled to open in the Fall 2016. Access to Carriage School will continue to be off Auburn Blvd.

Brian Poll asked about who is responsible for diverting water run-off from an adjacent property. Devon advised him to call General Services for assistance.

Devon gave a quick update on Phase 2 of the Auburn Blvd. Construction. Resident Rich Pike asked "what is being done with the medium around Cedar Drive." Rich Hale offered to give him a copy of the Auburn Blvd. plan. Devon asked Rich Pike to call her tomorrow. The city has a tentative plan, but not the final plan, and the city is still doing outreach to residents and businesses. Devon answered Rich's question, letting him know that "you'll be able to make a right turn going north on Auburn Blvd., but not a left turn going south on Auburn Blvd." Rich seemed happy with the answer! 😊

GREATER SACRAMENTO LUNCHEON UPDATE

Dave Popken attended the luncheon on Thursday February 25th and gave the update. The city of Citrus Heights and Greater Sacramento group hosted the event. Greater Sacramento is a regional group focused on retaining, attracting, growing and creating businesses throughout the six-county region. The purpose of the event was to give a report on 2015 activity, their plans for 2016 and their assessment of Citrus Heights' community assets, opportunities and most marketable sites.

Barry Broome is the President and CEO of Greater Sacramento. His group has formulated a coalition of businesses that want to relocate to the Sacramento area, because it is less congested and cheaper to live. Dave reviewed the community benefits report for Citrus Heights (see attached). The city wants to attract high-end businesses from the Bay Area into our community of Citrus Heights. There were 12 people in attendance at the luncheon. Citrus Heights pays \$33,000 / year to be a part of the Greater Sacramento group (the amount is based on city population).

CITRUS HEIGHTS POLICE DEPARTMENT UPDATE

Officer James Garing gave the update on behalf of Officer Jason Baldwin, who was unable to attend. The Citrus Heights Police Department is hosting a new social event with residents and business owners, called "Coffee with a Cop". It's a low-key social meeting in a casual atmosphere, where you can chat with a local police officer. They would like to hold these events 2-3 times a year. The ABBA members agreed to host the event in May, for residents and business owners along Auburn Blvd. The last event was held on Wednesday February 10th 8:30am – 10:30am at the Starbuck's inside Barnes & Noble Book Store. Stay tuned for more details about the event in May...

Brian Poll with PCH Property Management mentioned that he's noticed graffiti on the back of the Kmart building. In preparation for K-Mart's closing in April, Officer Garing said that they're stepping up patrols. They have already contacted the property owner, who has plans to board up the building with metal panels to prevent people from getting inside. K-Mart doesn't own the property. The company that owns the property is located on the east coast, and is receptive to maintaining the property better. Brian asked about how we can attract a new tenant to fill the K-Mart vacancy, which is 90,000 square feet. Devon said that the city has approached the owner and their broker about attracting another business, but they want to do their own thing. Devon said she talks with them regularly, about once a week.

Brian also noticed that there are homeless people living behind the old OSH, in their trailers without tow hitches. The Police Department gives them 72 hours' notice before they have to move. They will follow-up and contact them again.

Rich suggested that they install signs, warning them that vehicles will be towed after 24 hours.

NEXT MEETING

The next business meeting is scheduled for Tuesday April 12th 6pm. Please plan to attend as everyone's participation is needed!