

MEETING SUMMARY

Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, April 12, 2016

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

Minutes by Kimberly Berg

ATTENDEES:

	NAME	BUSINESS	EMAIL ADDRESS
1	Gary 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	Sergeant Jason Baldwin	Citrus Heights Police Department	jbaldwin@citrusheights.net
5	Lieutenant Jason Russo	Citrus Heights Police Department	jrusso@citrusheights.net
6	Rhonda Sherman	City of Citrus Heights	rsherman@citrusheights.net
7	Jerry McCall	Gold's Gym	mccallgyms@gmail.com
8	Brian Poll	PCH Property Management	bpoll@pchpm.com

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 May 10^h at 6pm, and last for only 1 hour.**

The meeting was opened by Dave Popken, and member introductions were made.

Tonight's meeting attendance was low, and Dave reminded everyone to invite their business neighbors and encourage them to attend future meetings.

DISCUSSION ABOUT BUILDING WEBSITE & SOCIAL MEDIA

Now that our business association is officially incorporated, Dave Popken discussed how we want to advertise our business association. Do we want a website and/or social media presence? Sergeant Jason Baldwin suggested the discount website hosting company - Go Daddy. Dave asked who has talent in this area and would want to create or manage our website. No one volunteered. Dave suggested that we talk with Rebecca McLemore with One Print Source, to get her ideas. Rhonda Sherman said that the merchant association of Antelope Crossing originally had a link from the city's website, before they created their own website - <http://www.antelopezcrossing.net/information.php>. Antelope Crossing also has a Facebook account that includes a business directory, leasing information and upcoming events - <http://www.antelopezcrossing.net/information.php>

Dave asked if we wanted or needed our own Facebook page. Do we want interactive communication with the community? Brian said one issue with Facebook is that you need to monitor posts and be able to respond quickly. It was suggested that we use Facebook to advertise local events or post business announcements. Kimberly asked if we really needed a Facebook account, could event details just be posted on our website? Were we creating duplicate work for ourselves? Brian suggested starting with a website first, and expanding, as needed. Lieutenant Russo asked what we wanted our domain name to be. Sergeant Baldwin suggested that we access the Go Daddy website and find out what domain names are available - <https://www.godaddy.com/>

CORPORATE FILING

Dave proudly announced that the Auburn Boulevard Business Association is now officially incorporated! Rich Hale is on vacation this week, and we still need to open a bank account. When he returns, the board will meet on that, and get that going. Once it's established, we can start accepting membership dues of \$200. Annual corporate taxes will cost \$800 every year.

LOGO PIN IDEA

Dave met with Rich Hale and said he wants to have a lapel pin designed for our association. Each new member would get a lapel pin. Gary Albert asked if we would get an annual pin every year. Jerry McCall liked the idea of a founder's lapel pin, and sending a Merchant's Association application to all businesses. Dave suggested that we have shirts made up that we could wear at city functions. Brian suggested a logo sticker or window cling that we could put in our business windows.

AUBURN PLAN UPDATE

Rhonda Sherman gave the update for Devon Rodriguez, who was on vacation. The city is currently working with the local utility companies to run the underground from Rusch Park to Hwy 80. Kimberly Berg (on behalf of local resident/customer) asked why the city didn't start the Auburn Blvd. improvements first at the freeway and work their way south, as the freeway side is most visible to the public and travelers. Rhonda said the decision to start the improvements at Sylvan Corners was made a long time ago, and move north (towards Hwy. 80). The direction was determined by funding availability. The traffic signals around the freeway (on north side) are going to be more expensive than have been installed so far. A light signal will be also be installed between California Burger and Wells Fargo bank.

City council approved 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 program will hire 2 architects to provide design assistance, including paint colors and signage, with matching grants. They are training with staff now, and have already met with 5 businesses (CH Body Shop, PCH Property Management, Lodge Restaurant, Crepe Restaurant).

The property owners for Fireside Bowl and Grand Oaks Bingo Center were not interested in hosting the weekly "Off the Grid" mobile food truck event. Rhonda will ask Devon to give us more of an update at our next meeting.

HOMELESS RESOURCE TEAM

Sergeant Jason Baldwin said that the Citrus Heights Police Dept. just launched its annual homeless survey to contact each homeless person within Citrus Heights. This information will be forwarded to a social worker who will follow-up with them, to help get them off the streets, get them the resources they need, and/or enforce whatever laws are applicable. The survey process will take one month, and end on May 10th.

CITRUS HEIGHTS POLICE DEPARTMENT UPDATE

Sergeant Jason Baldwin gave the update. He said the lights are back on at K-Mart, including the Roseville side (the property line runs through the parking lot). They have received positive cooperation and assistance from the property owner, who is located in New York.

He discussed the upcoming "Coffee with a Cop", event. It's a low-key social meeting in a casual atmosphere, where you can chat with Citrus Heights police officers. Brian suggested having a tail-gate party at Java Detour. Sergeant Baldwin suggested Starbucks, as it provides indoor seating and they will pay for a basic cup of coffee. At the last event on February 10th, 44 residents showed up. The Citrus Heights Police Department brought in K-9 dogs, motorcycle cops, and POP officers. They will advertise the event using the social network apps Nextdoor and Twitter. Dave suggested we wear our business

shirts. The event is scheduled for Tuesday May 10th, 8am – 10am, at the Starbuck's on the corner of Auburn Blvd. & San Juan (7088 Auburn Blvd.)

There is currently a moratorium on massage license applications in Citrus Heights, while they are making revisions to the massage ordinances. The city is working with CAMTC (California Massage Therapy Council) to ensure that all massage professionals in Citrus Heights are properly certified and licensed through CAMTC. The police department has completed some undercover operations and has closed down illegal massage parlors. So far, the city has found that 75% of the massage parlors were corrupt.

OPEN DISCUSSION

Brian suggested having a flyer or postcard created with future meeting dates and times, that can easily be handed out to businesses.

Rhonda asked if we're still interested in having a guest speaker (city staff members) to present on city development, ways we can enhance our business. Dave suggested having the mayor attend our June meeting.

Brian asked if the city offers solar or led rebates or incentives. Rhonda said that Citrus Heights does not, although Roseville is involved with the rebate program because they have their own utility company. Rhonda suggested that Brian contact SMUD directly for details on their rebate program.

NEXT MEETING

The next business meeting is scheduled for Tuesday May 10th 6pm. Please plan to attend as everyone's participation is needed! Now that we're incorporated, our member meeting time will be reduced to about 1 hour.