

# MEETING SUMMARY

## Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, May 10, 2016

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

Minutes by Kimberly Berg

### ATTENDEES:

	NAME	BUSINESS	EMAIL ADDRESS
1	Kimberly Berg	Citrus Heights Car Wash	<a href="mailto:kimberly.berg@comcast.net">kimberly.berg@comcast.net</a>
2	Rick Doyle	Citrus Heights Planning Commission	<a href="mailto:doyle.r@att.net">doyle.r@att.net</a>
3	Lieutenant Jason Russo	Citrus Heights Police Department	<a href="mailto:jrusso@citrusheights.net">jrusso@citrusheights.net</a>
4	Devon Rodriguez	City of Citrus Heights	<a href="mailto:droduiguez@citrusheights.net">droduiguez@citrusheights.net</a>
5	Jeannie Bruins	City of Citrus Heights	<a href="mailto:jbruins@citrusheights.net">jbruins@citrusheights.net</a>
6	Gari Giri	Lart Valero Gas Station	<a href="mailto:Uddhav14@yahoo.com">Uddhav14@yahoo.com</a>
7	Jennifer Riffe	NorCal Auto Body	<a href="mailto:norcalautobody@surewest.com">norcalautobody@surewest.com</a>
8	Rebecca McLemore	One Print Source & Graphics	<a href="mailto:rebecca@onepg.net">rebecca@onepg.net</a>
9	Jason Stillway	Riebes Auto Parts	<a href="mailto:Jason_s@riebes.com">Jason_s@riebes.com</a>
10	Earl Goldstein	Sylvan Corners	<a href="mailto:earlgoldstein@wavecable.com">earlgoldstein@wavecable.com</a>
11	Rich Hale	Walt's Auto Service	<a href="mailto:hale2@surewest.net">hale2@surewest.net</a>

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 2<sup>nd</sup> Tuesday of each month, 6pm – 8pm. **Our next business meeting will be Tuesday June 14<sup>h</sup> at 6pm, and expected to last about 1 hour.**

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

### ABBA CHAIR COMMENTS

Rich discussed ways to grow our business association. We can do this by personally inviting more businesses and advertising through a website and/or Facebook account. Rich encouraged everyone to personally invite 2 new business neighbors to our monthly association meetings. Explain to them the value of our meetings, and how you have personally benefited. Discuss common issues we share on Auburn Boulevard and how we can solve them together. Our business association is now officially incorporated, and we are accepting annual membership dues of \$200 (see attached Membership Application). With this funding, we hope to be able to hire someone to design our website. Kimberly agreed to research website options from wix.com, 1&1 and godaddy.com, and report back in June with cost comparisons. Rich wants to have a Facebook and Twitter account. Jennifer with NorCal Auto Body suggested foregoing a website and just having a Facebook account alone. Rich suggested that we reach out to someone in our company, who has experience with Facebook and Twitter. Those present agreed that we have to spend money to promote our organization. Rich's goal is to get 20-25 paying business members, and build from there. Right now, we can pay Attorney Bill Seiffert for the work he completed in setting up our business corporation. Rich would like more "seed" money in the bank, before we request project funds (over \$5000) from City Council.

City Hall on Fountain Square will be completed in October. Although City Hall will have space for us to meet, Rich prefers that our association meetings continue to meet on the actual boulevard, so we'll have to find a new meeting place. Let Rich know if you have a meeting place (along Auburn Blvd) that can hold 50-100 people. Rich is aware that meeting attendance usually drops off in July and August, so we'll need to decide at the June meeting if we want to take a summer break.

Rich would like the ABBA Board of Directors to attend the City Council meeting on Thursday May 26<sup>th</sup>, to make a presentation and introduce ourselves. We will have 10 minutes on the agenda. Rich will send out additional information so we can be prepared.

### **SECRETARY REPORT – MEETING MINUTES**

Kimberly asked if there were any corrections to the meeting minutes from April 12, 2016. Rebecca made a motion to approve the minutes and Gary Giri seconded it. Board members present approved the minutes.

### **FINANCIAL REPORT**

Rebecca will provide a financial update every month. Gary Giri made a motion to approve the financial report, and Rebecca seconded it. Board members present approved the financial report.

### **CITY OF CITRUS HEIGHTS**

Devon gave the city update. She said if you're located in the Phase 2 section of Auburn Blvd., they will be mailing out a construction update this summer. January 2017 will be the city's 20-year anniversary. They are planning block parties, with the help of committees, and sub-committees (with city and non-city staff). Please let Devon know if you would like to be a part of the planning committee.

City council approved the "Active Auburn Campaign". The city has already made changes to the zoning codes, and land use table to make it more flexible and consistent. They have hired 2 architects to provide design assistance, including paint colors and signage, with matching grants up to \$20,000. They have already met with One Print Source to upgrade their landscaping, lighting and paint. Next, they will be meeting with Citrus Heights Body Shop, PCH Property Management, Lodge Restaurant and Crepe Restaurant. This campaign will also waive fees for new businesses to move into Citrus Heights.

Feedback from One Print Source: Rebecca enjoyed working with the consultant (Shawnette). Rebecca already had some ideas before meeting with her and she had full say in what she wanted. She likes the proposed color scheme for the building using red and lime green, and suggestions for new lights and low-maintenance landscaping.

### **CITRUS HEIGHTS POLICE DEPARTMENT**

Lieutenant Jason Russo gave the update for Sergeant Jason Baldwin. They received a lot of good feedback about the "Coffee with Cops" event held earlier today (May 10<sup>th</sup>). Feedback from residents is that they want a similar event held in the evening (after work) between 5pm – 7pm.

The police department is currently conducting a "homeless" count, to find out why they're here, resources they need, and where they live. In April, they talked to over 150 individuals. The goal is to get the transients on their feet and reduce the criminal element. The last day of the count is May 11<sup>th</sup>. They are also looking at hiring a full-time Navigator, to assist them with resources and housing needs.

The CHPAL Event is scheduled for Saturday May 21<sup>st</sup>, at the Community Center. Dinner will be pasta, catered by String's Café in Folsom. Tickets for the banquet dinner are \$15 each (reduced from \$50 last year). Entertainment will be provided by our own CHPD "hip-hop dancers". Raffle tickets for the Harley Davidson motorcycle are \$25 each. The door prize is an iPad. Proceeds benefit the Police Activities League.

### **CITRUS HEIGHTS CITY COUNCIL**

Jeannie Bruins gave the city update. She is the newly elected Mayor of Citrus Heights (and previously served in 2006 and 2011). She said that she and the City Council are "very proud and amazed" at how far ABBA has come in the past year. The odds were against Citrus Heights to incorporate in 2007. City

leaders spent over a decade working on it, and there was no assurance of its success. In 20 years we have achieved a tremendous amount of success. This opened the door for other communities to do the same, including Rancho Cordova and Elk Grove. Citrus Heights is nearly 100% built-out, meaning that we don't have any open land to be developed. We are dependent on sales tax revenue. We are fiscally responsible, debt-free, and pay cash for everything. In the 80s, Californian Congressman Doug Ose was very supportive of our goals, and helped us secure federal grants to pay for city improvements. We are proud that we have an extremely high number of volunteer citizens, and business owners serving our community. We are a very "real" community, of middle-class residents. We know who we are, we have a solid and loyal community – a city of our own and celebrate our successes. In June 2006, the City of Citrus Heights formed its own police department. Jeannie expressed her gratitude that ABBA is coming together, to make Auburn Blvd. a showcase in our community. She said it's all about taking a risk, and setting goals – "what is ABBA's vision, and what do we want to achieve?"

Jeannie wants to be the string of continuity that outgoing Mayor Sue Frost started. Jeannie will be serving for one year, and sees lots of changes happening this year, with the city manager retiring (Henry Tingle), completion of the new city hall, and the celebration of the city's 20<sup>th</sup> anniversary. Now that the economy is improving, Jeannie has plans to re-establish the city's Leadership program. It's a 9-month program, focusing on personal and public leadership skills to prepare individuals to help make a difference in Citrus Heights. The city will be sending out an announcement with more details.

### **ABBA VICE CHAIR COMMENTS**

Dave Popken had an excused absence and did not give an update.

### **CLOSING COMMENTS**

Rich gave everyone a "homework assignment" to think about what kind of speakers we want to see at future business association meetings. Devon shared that the Sacramento Metro Chamber offers free classes for small businesses. Jeannie said that the SBA office has an economic development department, and a SCORE Association that provides counselors, advisors and mentors to aspiring entrepreneurs and business owners. Devon said that SBA should be able to provide us resources for social media and our website.

Gary Giri mentioned that he would like to hear more about the city's resources. Rich asked everyone to think about why we joined the business association and our expectations. That will be a topic at the next ABBA meeting on June 14<sup>th</sup>.

### **OPEN DISCUSSION**

Rick Doyle said his term with the Planning Commission expires at the end of this year, and he is planning to run for City Council. There are 2 seats open. The Kick-off Fundraiser is scheduled for Wednesday June 15<sup>th</sup> 4:30pm – 6:00pm, at Stone's Gambling Casino. Rick will send out more details.

Rebecca wants to create an ABBA business card, and will bring a sample to our June meeting.

### **NEXT MEETING**

**The next business meeting is scheduled for Tuesday June 14<sup>th</sup> 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.