

MEETING SUMMARY

Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, June 14, 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	kimberly.berg@comcast.net
2	Dave Popken	Citrus Heights Body Shop	chbs@comcast.net
3	Sergeant Jason Baldwin	Citrus Heights Police Department	jbaldwin@citrusheights.net
4	Devon Rodriguez	City of Citrus Heights	drodriguez@citrusheights.net
5	Jerry McCall	Gold's Gym	mccallgyms@gmail.com
6	Gari Giri	Lart Valero Gas Station	Uddhav14@yahoo.com
7	Chad Riffe	NorCal Auto Body	norcalautobody@surewest.com
8	Jennifer Riffe	NorCal Auto Body	norcalautobody@surewest.com
9	Rebecca McLemore	One Print Source & Graphics	rebecca@onepg.net
10	James Humphrey	PCH Property Management	james@pchpm.com
11	Earl Goldstein	Sylvan Corners	earlgoldstein@wavecable.com
12	Rich 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, at 6pm. **Our next business meeting will be Tuesday September 13^h at 6pm, and expected to last about 1 hour.**

ABBA CHAIR COMMENTS

The meeting was opened by Rich Hale, and member introductions were made. Rich suggested that ABBA take a summer recess during the summer months of July and August. Last year, attendance dropped due to kids being out of school and family vacations. Rich encouraged everyone to use this time to get recharged and invite their fellow business neighbors to join our association.

Gary Giri was disappointed that the Food Truck event won't be happening at the Grand Oaks Shopping Center. Rich informed us that the "Off the Grid" concept is a 12-month commitment with local food trucks. Devon Rodriguez said that the property owner of the Bingo Center and Fireside Lanes were concerned about parking issues. So far, they haven't been able to convince the property owners that the "Off the Grid" concept is a good thing. However, the Grand Oaks Shopping Center has 3 property owners. And, they only need one property owner to agree. Two are local owners and the third is located in Beverly Hills. Devon and Rich will sit down with the property owners again and try to get a commitment.

Rich shared that we now have 13 businesses in our association. We were able to pay off the Attorney Bill Seiffert, for setting up our business corporation. Rich encouraged everyone to approach businesses around them, and invite them to attend our ABBA meetings and join our association. Annual dues are \$200.

SECRETARY REPORT – MEETING MINUTES

Kimberly asked if there were any corrections to the meeting minutes from May 10, 2016. Rebecca made a motion to approve the minutes and Gary Giri seconded it. Board members present approved the minutes.

FINANCIAL REPORT

Rich gave the financial update. We have received our business checks from Wells Fargo Bank. Checks will require 2 signatures, from our 5 board members. Dave Popken said that businesses are asking for a receipt when they are paying their association dues. Rebecca McLemore (Treasurer) volunteered to create one in QuickBooks and will mail out receipts, as needed. Dave suggested that we mail new members a letter thanking them for their payment, and that the letter should include our association's goals. Rich asked Kimberly Berg (Secretary) to write up a draft letter. James Humphrey with PCH Property Management suggested that we partner with the Rotary or Sunrise Marketplace on planning an event. Earl suggested we talk with Dale Covey with the Antelope Crossing Merchant Association about taking over their Spooktacular Event or co-planning it together.

Rebecca made a motion to approve the Financial Report and Gary Giri seconded it. Board members present approved the Financial Report.

CITY OF CITRUS HEIGHTS

Devon Rodriguez gave the city update. There is a community presentation scheduled for Wednesday June 15th about traffic changes, to reduce accidents. The City is notifying businesses and residents that in 2019, the "left turn movement" from Whyte Avenue onto Auburn Blvd. will be prohibited. The meeting will be held at 6pm in the Rusch Park Community Room.

According to Devon, the city's budget is being approved. The Economic Development Support fund is still in-tact at \$150,000.

The City of Citrus Heights was incorporated in 1997. As the city approaches its 20 Year Anniversary, they are kicking off an Awareness Campaign to showcase and promote our accomplishments and what the city has to offer. They are organizing a Steering Committee, with 12-15 residents and businesses to plan their promotion. Devon will be going to City Council next week for approval. If you're interested in joining the Steering Committee, please contact Devon Rodriguez. They are looking to have their first meeting in August. Even if you can't be on the Steering Committee, you can be interviewed as a Stakeholder.

CITRUS HEIGHTS POLICE DEPARTMENT

Sergeant Jason Baldwin gave the update. They are interested in having a car show at the end of the Auburn Blvd. parade in October, to generate additional funds for the Police Activities League (PAL).

Jason talked with Smart & Final about an issue they were having. Jason would like promotional ABBA business cards that he can hand out. If you have any issues during the ABBA recess (July & August), please call Jason Baldwin directly (727-5839) or Dispatch (727-5500). Jason said that overall, things are going well on Auburn Blvd. They are working on a new campsite that has sprung up across from Rusch Park. Rich said that a white trailer appeared on his site overnight, and has since been removed.

Rich expressed concern that there seems to be more speeding on the boulevard in the last 60-90 days, and asked if there is a set pattern for patrol. Chief Christopher Boyd said that Auburn Blvd. is a heavily driven road. He encouraged everyone to call in with any issues, so they can log the complaints and direct enforcement resources to the issues.

The annual homeless survey has been completed. They have seen a small increase coming from Sacramento and out-of-state. Some homeless are simply "stranded" and trying to get back home.

Rich said that a AAA rep witnessed a drug deal, that involved a young kid on a bike with a backpack. Jason encouraged Rich to email him with any details.

Rebecca showed us a sample of ABBA business cards, and offered to print up 100 cards. Kimberly suggested maybe adding our Mission Statement on the back, and print it on paper that can be written on.

CITRUS HEIGHTS CITY COUNCIL PRESENTATION

Rich will be creating a short PowerPoint presentation for next weeks' City Council meeting. To help with content, he asked the group why we attend the ABBA meetings, and what we want to accomplish. The presentation will only be 5 minutes long, and will be held at the beginning of the City Council meeting on Thursday June 23rd at 7pm. Please join us if you can! Rich and Kimberly will work together on the PowerPoint presentation. Let Rich know of anything else you want included. Jerry suggested that we include our Mission Statement, Vision, and Values.

GOALS FOR ABBA, WHY DO YOU ATTEND MONTHLY MEETINGS?

Comments from our ABBA members:

- Gary Giri: It brings Auburn businesses and property owners together to discuss common issues, find solutions, provides a platform to share, create "village" atmosphere.
- Dave Popken: It's an opportunity for us to get to know each other, to come together to help each other, create a community atmosphere to pitch in and help where needed (clean, paint, landscape, etc.)
- Rich Hale: Bring new life to the boulevard, create platform to increase traffic-flow and revenue, a way to get to know the businesses around us, get involved with Auburn boulevard improvements, to discover our brand & identity, give input on the gateway (off the freeway).
- Kimberly: It's a way to stay informed on city and police issues.
- Devon: Partner with the city, collection of voices
- Jerry McCall: It provides a means to stay connected with the city.

One of our goals is to create a PBID, that would be a funding source to make physical changes and provide marketing resources. Creating a PBID is a long, time-consuming process, that involves a ballot process. It requires lots of preparation and ground work. A PBID is governed by their Management District Plan. Funds can only be spent as detailed in their plan.

Kimberly reviewed Web Hosting options and prices. Rich suggested that a web committee be formed to review the options, and then make a recommendation for the domain name and selection of web hosting company. We're also looking for someone who can help create the website, and keep it updated. Rich agreed to send out an email about joining the web committee.

ABBA VICE CHAIR COMMENTS

Dave Popken with Citrus Heights Body Shop is retiring on July 15th. He has sold his business to Chad and Jennifer with NorCal Auto Body. Norcal will be moving into Dave's location at 8432 Auburn Blvd. Although Dave is retiring, he will continue to be on the board. CONGRATULATIONS DAVE!! 😊

CLOSING COMMENTS

Rick Doyle is running for Citrus Heights City Council, and is having his Campaign Kick-off Party at Stones Gambling Hall on Wednesday June 15th, from 4:30pm-6:00pm. Rich recommends that our ABBA Business Association stay neutral on city council politics, although as a business owner, we can support whomever we want. .

NEXT MEETING

Our next ABBA business meeting is scheduled for Tuesday September 13th 6pm. Please plan to attend as everyone's participation is needed! In the meantime, have a GREAT Summer! 😊