

MEETING SUMMARY

Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, September 13, 2016

6:00 p.m., Held at the NEW Citrus Heights City Hall (6360 Fountain Square Drive)

Minutes by Kimberly Berg

ATTENDEES:

	NAME	BUSINESS	EMAIL ADDRESS
1	Monica Albert	Capitol Mechanical	capmech@surewest.net
2	Kimberly Berg	Citrus Heights Car Wash	kimberly.berg@comcast.net
3	Bill & Kathy Cook	Citrus Heights Community Marching Band	abusycook@aol.com
4	Sergeant Jason Baldwin	Citrus Heights Police Department	jbaldwin@citrusheights.net
5	Devon Rodriguez	City of Citrus Heights	drodriguez@citrusheights.net
6	Jerry McCall	Gold's Gym	mccallgyms@gmail.com
7	Gari Giri	Lart Valero Gas Station	Uddhav14@yahoo.com
8	Chad Riffe	NorCal Auto Body	norcalautobody@surewest.com
9	Jennifer Riffe	NorCal Auto Body	norcalautobody@surewest.com
10	Rebecca McLemore	One Print Source & Graphics	rebecca@onepg.net
11	Earl Goldstein	Sylvan Corners	earlgoldstein@wavecable.com
12	Monte Singh	Towne Mart	towne.singh@gmail.com
13	Rich Hale	Walt's Auto Service	hale2@surewest.net

ABBA CHAIR COMMENTS

The meeting was opened by Rich Hale, and member introductions were made. Rich welcomed everyone back after 2 month summer break.

Starting with our next ABBA Business meeting on October 11th at 6pm, we'll be meeting at PCH Property Management, 8436 Auburn Blvd, Citrus Heights. PCH is located on the east-side of Auburn Blvd. (between Twin Oaks Avenue and Linden Avenue).

City news: Henry Tingle is retiring at the end of this month, and Police Chief Christopher Boyd will be replacing him as the new City Manager. We have plans to invite Christopher Boyd to a future ABBA business meeting. Stay tuned!

SECRETARY REPORT – MEETING MINUTES

Kimberly asked if there were any corrections to the meeting minutes from June 14, 2016. Rich made a motion to approve the minutes and Rebecca seconded it. Board members present approved the meeting minutes.

FINANCIAL REPORT

We currently have \$1100 in our business account at Wells Fargo. As a business courtesy, the bank has agreed to waive all account fees. Rich made a motion to accept 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. 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 city's accomplishments. They are looking for submissions from businesses and residents on the Top 20 that highlights different aspects of the community. Categories include Community Leaders, City Landmarks, Best Events, City Awards & Accomplishments, Service Organizations, Oldest

Businesses, Neighborhood Projects, City Facts, and Longest residents. You don't have to complete all the lists, just the ones you want. Have fun! **Submissions will be accepted until October 28th!**

"Top 20 Lists" form can be submitted 3 ways:

1. Completing the "Top 20 List" form and dropping it off at City Hall, Community Center or the Police Department (see attached form)
2. Completing the on-line survey at - www.citrusheights.net
3. Emailing to edrda@citrusheights.net

Devon has already emailed the Vision Survey to ABBA board members for their input. They are targeting business owners and city leaders for their feedback.

The final results of this feedback will be announced each month, starting in January 2017, via the 20 Year Anniversary Notify Me, at the City Council meetings and in the Citrus Heights Messenger newspaper. Three lists will be generated and announced on social media. Contact Devon if you have any questions.

Stay informed! To receive city updates, go to <http://www.citrusheights.net> > Select "Notify Me" and enter your email address.

For questions or concerns about the Auburn Blvd. Construction or Road Landscaping – call General Services at 916-727-4770.

CITRUS HEIGHTS POLICE DEPARTMENT

Sergeant Jason Baldwin gave the update. Our Homeless Navigator is on board, and now has a cubicle at the police department.

Starting in November through the Christmas season, Auburn Blvd is the designated corridor 6am – 9:30am. Officer will handle low-priority calls (blights, loitering, shopping carts, etc) , then the officer will shift to the Sunrise Marketplace. City Council has given the police department the authority to pull inoperable vehicles when they are in public view. They can also remove residents from a "red tagged" home that has no gas or water, and have it boarded up, to keep out squatters. The Winter Shelter is coming, we have resources to refer the homeless to, where they will receive a hot meal, and have a safe place to stay.

When Proposition 47 passed in November 2014, it reduced non-violent, non-serious crimes from felonies to misdemeanors. It also redefined what is considered a misdemeanor, and changed the dollar amounts associated with theft. These crimes are now considered misdemeanors:

- Shoplifting, where the value of property stolen does not exceed \$950
- Grand theft, where the value of the stolen property does not exceed \$950

Law enforcement can only arrest for misdemeanor when it's done in front of an officer, or will require a signature from a private citizen.

There was an incident at a store a few months ago that raised questions about this new law. Residents and business owners are encouraged to contact police, "no matter how big or small" the crime. If the police department doesn't know about a problem, they can't address it.

MEMBERSHIP DRIVE IDEAS

Rich discussed the need to pull in more businesses to our merchants association. He and Rebecca McLemore with One Print Graphics are working to design ABBA business cards for us to distribute. Rebecca quoted they can print 100 business cards for around \$9 - \$14. Kimberly Berg volunteered to

create the ABBA flier. There was some discussion about adding our association's 14 current businesses to the ABBA flier, printing with our contact information, with ABBA website URL and email address. As of yet, ABBA doesn't have a website domain or email address. For the sake of time, we decided to simply staple our own business card to the ABBA flier when we distribute them. Rich requested that we personally talk to 5 NEW businesses (on either side of our business), and invite them to our next ABBA meeting on October 11th. We want more seats occupied at our next meeting, and see more new faces!

Gary Giri suggested that we invite city officials, to create more meeting substance. Devon suggested that we look for individuals who can present and share valuable business information. As we meet our business neighbors, ask them what they would like to see at our meetings. Rich is scheduling another ABBA Holiday Party (2nd Tuesday of December - December 13th) at Rusch Park. Board members were asked to bring a raffle prize.

HOWL O'WEEN (PARADE & HARVEST FESTIVAL) – Saturday 10/22/16

Bill and Kathy Cook with the Citrus Heights Community Marching Band gave an update on the upcoming Howl O'ween event, scheduled for Saturday October 22nd. To encourage more business participation, they are waiving fees for businesses to be in the parade or have a booth at the Harvest Festival. Last year's event had 75 vendors and 54 parade entries. The Police Activities League (PAL) is putting on a car show at the Harvest Festival. The parade will be on Auburn Blvd, starting at Twin Oaks to Rusch Park. Parade starts at 9am. Festival starts at 10am. Please contact Kathy Cook at 916-725-0198 or abusycook@aol.com

ANNUAL EVENT IDEAS

Rich wants ABBA to have our own annual event. He suggested holding a Rib Cook-Off the 2nd weekend in September. He suggested getting away from the car theme, instead focusing on the small businesses along Auburn Blvd. To organize an event in September, Devon reminded us that we'll need to be working on our event through the summer, which is when our meeting attendance is smaller. Devon urged us to talk to the Health Department about selling food, and suggested we contact an event planner to help us coordinate and budget for a food event. Devon said that the Lincoln Highway Rancho Cordova Heritage Corridor is organizing an event called "The Great American Road Trip 2016" event on October 9th Noon - 4pm. For more information, go to - <http://www.cordovacouncil.org/great-american-road-trip>

Other upcoming events:

- Sunday Fun Day – Sunday, September 25th
- Spooktacular event - Saturday October 15th

OFF THE GRID

Devon gave an update about the "Off the Grid" organization. They want to hold a weekly "lively community-based event", at a visible location along Auburn Blvd. In addition to organizing 3-5 food trucks (on a rotating basis), they also provide chairs and liability insurance. Attached are 2 documents that explain their mission, along with current locations...

Below is a list of different "Off the Grid" events held in our area. Please go and check them out!
<http://offthegrid.com/sacramento/>

- Crocker – 216 O Street, Sacramento
Tuesdays 5-9 pm (11-12 trucks)
- River Walk – 651 2nd Street, West Sacramento
Sundays 11-4 pm (7-11 trucks)
- Friday Nights at The Barn – 985 Riverfront St, West Sacramento
Fridays 5-10 pm (10-12 trucks)

- Sacramento Zoo – 15th Avenue, Sacramento
Thursdays 5-9 pm (8-9 trucks)
- Folsom Outlets – 13000 Folsom Boulevard, Folsom
Saturdays 11am – 3pm
- Rancho Cordova Prospect Park – 2729 Prospect Park, Rancho Cordova
Thursdays 11am – 2pm (3 trucks)

CLOSING COMMENTS

Dave Popken was not able to attend this meeting, due to a family health issue.

NEXT MEETING

Our next ABBA business meeting is scheduled for Tuesday October 11th 6pm. Please plan to attend as everyone's participation is needed! We have a NEW location! We'll be meeting at PCH Property Management, 8436 Auburn Blvd, Citrus Heights. They are located on the east-side of Auburn Blvd. (between Twin Oaks Avenue and Linden Avenue).