

MEETING SUMMARY

Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, October 11, 2016

6:00 p.m., Held at PCH Property Management, 8436 Auburn Blvd., Citrus Heights

Minutes by Kimberly Berg

ATTENDEES:

	NAME	BUSINESS	EMAIL ADDRESS
1	Dave Popken	Retired! ☺	dkpmoto@gmail.com
2	Randy Cooper	Aba Daba Rents	randy@abadaba.com
3	Kimberly Berg	Citrus Heights Car Wash	kimberly.berg@comcast.net
4	Eric Brickson	Citrus Heights Pet Hospital	ebrickson@chpethospital.com
5	Dean Henricks	Citrus Heights Pet Hospital	Gramaboo97@yahoo.com
6	Sergeant Jason Baldwin	Citrus Heights Police Department	jbaldwin@citrusheights.net
7	Devon Rodriguez	City of Citrus Heights	drodriguez@citrusheights.net
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	Brian Poll	PCH Property Management	bpoll@pchpm.com
12	James Humphrey	PCH Property Management	james@pchpm.com
13	Mike Prestwood	Prestwood IT Solutions	mike@prestwood.com
14	Monte Singh	Towne Mart	towne.singh@gmail.com
15	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 thanked PCH Property Management for the use of their conference room. For next month's meeting on Tuesday November 8th, we'll be meeting in the community room, in the back of Fireside Lanes Bowling Alley. The address is 7901 Auburn Blvd, Citrus Heights. Chris Boyd, our new City Manager will be our distinguished guest, and will be first on the agenda.

SECRETARY REPORT – MEETING MINUTES

Kimberly asked if there were any corrections to the meeting minutes from September 13, 2016. Rich made a motion to approve the minutes and Dave Popken seconded it. Board members present approved the meeting minutes.

FINANCIAL REPORT

We currently have \$1300 in our business account at Wells Fargo. Rich will implement a process for a check request form. Rich made a motion to accept the financial report and Kimberly seconded it. Board members present approved the financial report.

CITY OF CITRUS HEIGHTS

Devon Rodriguez gave the city update. Devon has extra plaques commemorating the completion of Phase I of the Auburn Blvd. Revitalization Project. If you would like a plaque, please contact Devon (see contact information above). For the next phase, Devon said they are currently working on 61 appraisals. Property owners will be contacted, starting in January 2017. The plan is to start at the north-end of Auburn Blvd. (closest to Roseville), installing the traffic light, and removing the left turn movement from Whyte Avenue (to improve traffic safety). The city is currently researching comparisons on the archway, and will bring the updated costs back to City Council in January 2017. Attached is the layout of the new traffic signal that will be installed with Auburn Phase 2 at the Smart N Final/former Kmart Center...

Devon said there are some interested parties in the K-Mart building, who are “negotiating on deal points”, but nothing concrete to report.

CITRUS HEIGHTS POLICE DEPARTMENT

Sergeant Jason Baldwin gave the update. The City has a moratorium in place while it is updating the licensing regulations for massage professionals. This is in response to recent changes in State law. New ordinances are expected to go into effect on October 28, 2016, and they are expecting a flood of new massage applications. The revised code enables the Citrus Heights Police Department to step in and close businesses quickly with limited resources. This eliminates the need for lots of investigation time.

Jason reminded businesses about the CPTED evaluation (Crime Prevention Through Environmental Design). This is a FREE service the police department provides. They will come out to your business, and recommend ways to discourage homelessness and loitering at night. .

The police department has removed training time during the holiday season (November – December), and will focus their time on Auburn Blvd and Sunrise Marketplace. They will be looking for homeless individuals, providing resources, and handling low-priority calls (blight, loitering, shopping carts, etc).

THE RESULTS OF THE HOMELESS SURVEY:

192 homeless people were surveyed:

- 23% stated they don't live in Citrus Heights
- 6% appeared homeless but said they have a place to live
- 9% were referred to the Homeless Navigator for assistance

152 people were mentally ill, and either on probation or parole

- 58% drug or alcohol addicted
- 30% on probation or parole

Of the calls they receive, 30-35% are related to homelessness. Since January 1, 2016, they received 937 camp calls, 415 loiter calls. 65% of the calls they reported to once. The busiest time on Auburn Blvd. is between 6am – 9am, while Sunrise Marketplace is busiest between 9am-10am. The Homeless Navigator is now working full time.

To make the holidays a little brighter for homeless individuals and families, the police department is accepting donations of local gift cards to Target and Walmart in the \$25 - \$100 range. They will be distributing them in November and December. The Rotary Club has already donated \$500 in gift cards. Please contact Jason Baldwin directly with any questions, to make arrangements to pick-up, or obtain a donation receipt

Jason Baldwin
Citrus Heights Police Department
916-727-5839 (voicemail)
jbaldwin@citrusheights.net

WEBSITE IDEAS

Mike Prestwood from Prestwood IT Solutions gave the update. His company is building our association's website. The domain name is – www.AuburnBlvd.com. Rich and Mike asked the group what we wanted to see on our website. Feedback from members included:

- Our goal is to attract new members. Let businesses know the value of joining ABBA, and how new members can join. Include easy payment options, like Paypal or FreshBooks
- Include a directory of merchants, and advertise business events or promotions
- Include our ABBA business meetings, with meeting times and purpose
- Include a contact email address for ABBA
- Feature business of the week or month, on a rotating basis. If we had 30 members, and did it on a weekly basis, businesses could be highlighted 1-2 times a year
- Have a simple website design, that is mobile-friendly

Mike said they will create our website using WordPress and host it. He recommended a private “members only” section that could include meeting minutes. Mike will create a “preliminary” design that we can review and make changes to.

WEBSITE EXPENSES

- \$50 - Domain name will be a one-time fee
- \$10 / year to maintain
- \$5 / year for hosting

Prestwood IT Solutions will build the initial website at no charge. To get started on the text, Kimberly will email Mike our promo invitation. Rebecca will send Mike a copy of our ABBA logo. Rich will email members to send Mike the business information to be included on the ABBA website (business name, address, contact information, URL to business website, brief summary, business photo).

There was a brief discussion about who should be included on the business directory. Should ALL Auburn Blvd. businesses be included on the directory, or only paid members? It was agreed that only paid members would be included on the website, as this would be a great way to encourage new businesses to join and be included. To date, we have 14 paid members. The annual membership of \$200 is a small price to pay to be part of a growing community, and get to know your business neighbors.

Kimberly was nominated to learn WordPress so she can update the website, as needed.

Rich gave Mike Prestwood the go-ahead to create our website.

There was some discussion about how to simplify membership payments. Mike Prestwood suggested a PayPal account that can be linked to our website. PayPal can provide a mobile app so payments can be made instantly. Rebecca will work with Mike Prestwood to setup. Eric Brickson with the Citrus Heights Pet Hospital suggested having an invoice form that members can easily print and tear off. He also recommended FreshBooks that allows you to pay online and get an automatic receipt.

There was some discussion about when the annual dues are due. Should they be due the same time every year, or paid on an annual basis every 12 months? It was agreed that the annual dues will be due the end of January. The first year that a member joins will be pro-rated, adjusted by the quarter they join. The following year, their membership renewal is due by the end of January.

Our goal is to have 30 paid members by the end of December! Rich recommends talking to businesses around you, go back 2-3 times and encourage them to come to a meeting, then ask them to join. We have 203 businesses on Auburn Blvd, with the potential of becoming paid members of our Auburn Blvd. Business Association.

Our Christmas party will be held on Tuesday December 13th at Rusch Park. Last year, Randy Peters donated all the food. We had 30 people come last year. How much are we comfortable paying? Dean Henricks with Citrus Heights Pet Hospital suggested having the Culinary Department at San Juan High School cater our event. Dean volunteered to talk to them. Rich will think about it and possibly hold another meeting to discuss.

FORMING COMMITTEES

Rich would like members to volunteer to attend the monthly HART, City Council, or Neighborhood Association meeting (Areas 2,4,6,10). Rich will send out a list requesting coverage. For the Neighborhood Association meetings, Rich suggested asking the president of the area meeting how often they want to see a business update (possibly on a quarterly basis), and getting on their agenda.

To see a list of Neighborhood Association meetings, go to - <http://www.citrusheights.net/>
Our Community > Get Involved > Neighborhood Associations > Click on the Neighborhood Association you're interested in.

To sign up for city updates, including meeting notifications, go to - <http://www.citrusheights.net/>
Select Notify Me, enter your email address, click on the envelope icon to subscribe. You will receive an e-mail message at the e-mail address you entered. You must follow the link in the e-mail message to confirm your request. See attached instructions...

UPCOMING EVENTS

- October 15th - Spooktacular
- October 21st – Brews & Boos – Capitol Pops at Rusch Park
- October 22nd - Harvest Festival & Parade. Booths are free for businesses along Auburn Blvd.
- October 28th - 20th Anniversary City Lists

CLOSING COMMENTS

Rebecca McLemore with One Print Source printed business cards and postcards for ABBA. Please take some and leave with your fellow businesses when you invite them to an upcoming meeting.

NEXT MEETING

Our next ABBA business meeting is scheduled for Tuesday November 8th 6pm. Please plan to attend as everyone's participation is needed! We'll be meeting at the Fireside Lanes Bowling Alley, 7901 Auburn Blvd, Citrus Heights. They are located on the west-side of Auburn Blvd. (next to Rusch Park).

We hope you can make it! ☺