

MEETING SUMMARY

Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, November 8, 2016

6:00 p.m., Held at Fireside Lanes, 7901 Auburn Blvd., Citrus Heights

Minutes by Kimberly Berg

ATTENDEES:

	NAME	BUSINESS	EMAIL ADDRESS
1	Dave Popken	Retired! ☺	dkpmoto@gmail.com
2	Monica Albert	Capitol Mechanical	capmech@surewest.net
3	Kimberly Berg	Citrus Heights Car Wash	kimberly.berg@comcast.net
4	Dean Henricks	Citrus Heights Pet Hospital	Gramaboo97@yahoo.com
5	Sergeant Jason Baldwin	Citrus Heights Police Department	jbaldwin@citrusheights.net
6	Devon Rodriguez	City of Citrus Heights	drodriguez@citrusheights.net
7	Jerry McCall	Gold's Gym	mccallgyms@gmail.com
8	Rebecca McLemore	One Print Source & Graphics	rebecca@onepg.net
9	James Humphrey	PCH Property Management	james@pchpm.com
10	Sean Brown	Riebes Auto Parts	none given
11	Lee Rand	Riebes Auto Parts	none given
12	Monte Singh	Towne Mart	towne.singh@gmail.com
13	Rich Hale	Walt's Auto Service	hale2@surewest.net
14	Forrest Allen	Home Owner Reach Rep	fornsue@gmail.com
15	Ira & Elizabeth Rios	Home Owner (Area 2)	elcasaw@yahoo.com iperez916@yahoo.com

CHRIS BOYD – CITY MANAGER UPDATE

Chris Boyd is the new City Manager, replacing Henry Tingle who retired in September. Before his appointment, Chris had been the Police Chief for the past 11 years. Chris is excited about the future of Auburn Blvd, and will continue to support our Auburn Blvd. Business Association. Chris has an “open door” policy and welcomes our feedback and ideas. His phone is 916-727-5555. Contact his assistant, Melanie, for his availability.

- New Police Chief: The City has hired Ron Lawrence, who shares the same values and focus as the City and its Police Department. Ron will be sworn in on October 31st. Ron came from Rocklin, where he had been the Police Chief for the past 5 1/2 years.
- Dignity Medical Office building: There is another meeting coming up to discuss this project. The building will be 3 stories tall. It will provide a couple hundred workers, with good-paying jobs. They anticipate 50 doctors + staff. They expect it will take 2 years to build & occupy.
- Sunrise Mall: The mall has new owners, and the city will meet with them next week to discuss their vision, new plans and how the city can support them. We will have more of an update next year.
- Auburn Blvd. construction update (Phase 2). The traffic signal at the Smart N Final (former Kmart Center) will go in first (2019 timeframe)

ABBA CHAIR COMMENTS

The meeting was opened by Rich Hale, and member introductions were made. Our Christmas party will be held on Tuesday December 13th at Rusch Park from 6pm-9pm.

SECRETARY REPORT – MEETING MINUTES

There were NOT enough board members present to approve the meeting minutes from September 13, 2016. They will be approved at our next business meeting in January 2017.

FINANCIAL REPORT

We currently have \$1500 in our business account at Wells Fargo. No debt! ☺ Rich has created a Check request form. See attached... There were NOT enough board members present to approve the financial report. They will be approved at our next business meeting in January 2017

CITY OF CITRUS HEIGHTS

Devon Rodriguez gave the city update.

- Auburn Blvd. Construction: Appraisals and negotiations for this project will continue through the spring. Dave Popken asked about “compensation for lost revenue” that was included in the letter he received. Dave is concerned about the financial impact to his tenant during construction. Devon suggested Dave discuss this issue at his right-of-way negotiation meeting. They will hire a new project manager who will be a point-of-contact for the business owners, to work with during the road construction. They will work with businesses to minimize the construction impact on customers and deliveries, as much as possible.
- Off-the-Grid: No update to report
- Community survey: Please complete by November 27th. The link to this survey is on the city’s website (<http://www.citrusheights.net/>) – under City Links (on the left side navigation). It will take about 15-20 minutes to complete. Tell others about it, they are hoping for a good turnout. This survey is different than the “Vision” survey that was sent out to city leaders a few months ago.
- Old K-Mart building: There are 2 interested tenants, and they are working on the details now. There are NO signed leases, only letters of intent.
- Stock Ranch retail area: This is the grassy area in front of Costco, where Applebee’s moved in. Further development has been on pause while a traffic consultant evaluates the area for the next phase.

There is lots of good information on the city’s website. Rich encouraged members to sign up to receive email updates about economic development, 20th Anniversary event, neighborhood association meetings, and Auburn Blvd. construction updates.

To sign up to receive updates, 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.

CITRUS HEIGHTS POLICE DEPARTMENT

Sergeant Jason Baldwin gave the update. The police are heading into the busiest time of the year. If your business is planning holiday sales, let the police know so they can increase their patrols. At the Harvest Festival, the PAL program (Police Activities League) raised \$600. They had 120 cars at the car show. Reminder, if you’re having a problem at your business, if the police don’t know – the police won’t go! Jason encouraged businesses to request a CPTED evaluation (Crime Prevention Through Environmental Design). The purpose is “to harden the target” against crime. This is a free service the police department provides. They will come out and review the area around your business and suggest ways to discourage homelessness, loitering, dumping and abandoned vehicles. Rich asked about the large semi-trucks that are parked illegally in front of the bowling alley. Jason replied that the land has a different owner than the bowling alley. For the police to enforce it, the business owner must post a “No Trespassing” sign for at least 72 hours, before it can be towed. The property owner would be the “arresting-party”, and the police would enforce it on their behalf. Jason agreed to contact the property owner

AUBURN BLVD. WEBSITE

Our business association's website is now up & running. The URL is "Auburnblvd.com." All active 17 members are listed on the website. Please take a look at and send Rich Hale your feedback and suggestions. Send Mike at Prestwood IT a photo of your business, with mission statement and logo. Copy Rich on the email, so he's in the loop. Mike's email address is - mike@prestwood.com

Suggestions include:

- Using an actual, current photo of Auburn Blvd. on the website home page
- Include BEFORE and AFTER photos of Auburn Blvd.
- Increase the size of the ABBA logo on the home page

Reliable Home Improvement is moving from Roseville into the old Capitol Mechanical building. The Crepes & Burgers building is coming along, and they hope to open in December.

HOLIDAY SOCIAL

This year's holiday party will be back at Rusch Park, scheduled for Tuesday December 13th from 6-9pm. To save money, we're going to make it a potluck (drinks and appetizers). We're hoping to have 30-40 people. Invite as many business owners as you can. Instead of giving away raffle prizes, we'll be giving away the holiday centerpieces. Bring enough food/items to serve 15-20 people. See attached flier...

MEMBERSHIP DRIVE

To increase our association membership, we need to invite MORE businesses along Auburn Blvd. Devon posted a map of businesses along Auburn Blvd., and Rich asked us to "commit" and write our names on 3-4 businesses around us. Rich will work with Devon to identify who the business and property owners are and let us know. The goal is to personally give them an ABBA postcard (with your business card), invite them to our meetings, then follow up with a Membership application. Attached is the ABBA application...

UPCOMING EVENTS

- December 1st – 20th Annual Christmas Tree Lighting. 6:30pm at Citrus Height City Hall
- December 13th – ABBA Holiday Social. 6pm – 9pm at Rusch Park.

NEXT MEETING

Our next ABBA business meeting is scheduled for Tuesday January 10th 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! 😊