

MEETING SUMMARY

Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, July 11, 2017

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

Minutes by Kimberly Berg

ATTENDEES:

#	NAME	BUSINESS	EMAIL ADDRESS
1	Diane Ebbitt-Riehle	A-Applied Mailing Service	ebbitt01@outlook.com
2	Linda Finn	Aba Daba Rents	linda@abadaba.com
3	Kimberly Berg	Citrus Heights Car Wash	kimberly.berg@comcast.net
4	Ira & Elizabeth Rios	Citrus Heights Neighborhood Assoc. (Area #2)	elrios@yahoo.com iperez916@yahoo.com
5	Eric Brickson	Citrus Heights Pet Hospital	ebrickson@chpethospital.com
6	Sergeant Jason Baldwin	Citrus Heights Police Dept.	jbaldwin@citrusheights.net
7	Officer James Garing (POP Officer)	Citrus Heights Police Dept.	jgaring@citrusheights.net
8	Lieutenant David Gutierrez	Citrus Heights Police Dept.	dgutierrez@citrusheights.net
9	Officer Felicia Taylor (POP Officer)	Citrus Heights Police Dept.	ftaylor@citrusheights.net
10	Devon Rodriguez	City of Citrus Heights	drodriguez@citrusheights.net
11	Joan Borucki	MMS Strategies	joan@mmsstrategies.com
12	Michelle Smira Brattmiller	MMS Strategies	michelle@mmsstrategies.com
13	James Humphrey	PCH Property Management	james@pchpm.com
14	Lonny Andrews	Prestwood IT Solutions	lonny.a@prestwood.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. We had 2 board vacancies that needed to be filled, since Jerry McCall lives in Marin County and Dave Popken recently retired. Rich announced that Lonnie with Prestwood will be our new Co-chair, and Linda Finn with Aba Daba Rents will be a voting member at-large. Other board members accepted for another year: Gary Giri will continue as a voting member, Kimberly Berg will continue as Secretary, and Rebecca McLemore will continue as Treasurer.

Citrus Height's 20th Block Party on Saturday June 3rd was a great event! ABBA had a booth with a wheel spin and we gave away a lot of free stuff! We'll use this same promotion for the Howl-o-ween Harvest Festival on October 21st. Rich encouraged everyone to get involved in the parade. The parade starts at 9am and runs from Twin Oaks to Rusch Park.

Membership dues are coming due in January 2018. They will continue to be \$200 for the year.

SECRETARY REPORT – MEETING MINUTES

Kimberly asked if there were any corrections to the meeting minutes from May 9, 2017. No corrections suggested. Meeting minutes were approved at the Board meeting prior to the ABBA meeting.

WEBSITE UPDATE

Lonnie is working on the ABBA website. If you have not already done so, please send him a photo of the front of your business, and mission statement describing your business. Lonnie requested some historical photos of Auburn boulevard from Devon Rodriguez. He also wants to include a schedule of upcoming events, and ABBA meeting minutes. Kimberly will send Lonnie PDF of meeting minutes. Lonnie will create a Facebook page with photos from our ABBA website.

FINANCIAL REPORT

Rich Hale gave the financial report. We currently have \$2300 in the bank. Financial report was reviewed and approved at the Board meeting prior to the ABBA meeting.

CITRUS HEIGHTS POLICE DEPARTMENT

Jason Baldwin gave the police update. Although they have noticed more homeless individuals in Citrus Heights over the summer, they continue to make an impact. The Homeless Navigator is reaching out to them and providing resources as needed. Jason introduced Special Operations Lieutenant David Gutierrez, who is replacing Jason Russo. Starting July 1st, Chief Ron Lawrence is implementing his strategic plan to improve quality of life along Auburn Blvd.

Jason reminded everyone that if there's something happening around your business, let the police know! Contact Jason Baldwin at 916-727-5839 or Dave Gutierrez at 916-727-5885. Don't ignore any problems. There is no such thing as a minimum problem. If they don't know, they don't go!

James Garing reviewed the CPTED presentation. CPTED = Crime Prevention Through Environmental Design. The goal is to reduce crime by improving the landscaping, fencing and lighting. To eliminate loitering, remove exterior access to water and electricity, and consider adding "moving sound technologies". Add video cameras. Trespass notices are good for 30 – 270 days. James said if you come across any used needles you don't want to handle, call CHPD since they have a SHARPS container at the station, where they can be properly disposed of. If you see something, say something! Stay connected to CHPD. Let James know if you would like a CPTED evaluation for your home or business. Contact James Garing at 916-727-5819.

CITY OF CITRUS HEIGHTS

Devon gave the city update. ABBA has been meeting for 2 years now, and became an association a year ago. The city recently awarded ABBA a \$25,000 grant to help us meet our goals, and take our association to the next level. We are using these funds to hire MMS Strategies to help us identify goals and create a specific, written action plan, and then reach the goals we have set. Devon introduced Michelle Smira Brattmiller and Joan Borucki with MMS Strategies. MMS Strategies has a lot of experience facilitating meetings in the Sacramento region. Michelle will be reaching out to business and property owners 1:1 to get their feedback on their vision for Auburn Blvd., and what they want to see 5 years - 10 years from now, what is our vision for our police department? Think of all aspects of the city. Devon encouraged everyone to think big and outside the box! MMS Strategies will be facilitating two separate planning meetings on Tuesday 9/12 and 9/19, so we want as much participation and attendance as possible. Encourage your neighbors to come out and participate. **To be part of the change, you need to be part of the discussion!**

- Phase 2 of the Auburn Blvd. construction (Rusch Park to city limits): The right-of-way acquisitions continue to move forward, and anticipate they will be finalized by the end of this year. Construction is due to start in early 2019 or 2020.
- Activate Auburn Campaign: Devon said the program is still active to help improve your business façade and sign improvement. Crepe & Burger restaurant was the first successful applicant.

Grant funding is available, with design assistance up to \$10,000. Contact Devon with any questions and to apply.

- To date, Checkers Burgers has not officially submitted their plans to the city.

For additional business news, check out the Citrus Heights Sentinel! It is a community news website that provides updates on local business and city news, police logs and shopping coupons! To receive your FREE weekend newsletter, go to - <http://citrusheightssentinel.com/>

UPCOMING COMMUNITY EVENTS

- Saturday October 21st : Howl-o-ween Parade & Harvest Festival

CLOSING COMMENTS

Rich Hale encouraged everyone to talk to 3 neighbors on either side of you, and invite them to the Auburn Blvd. Planning meeting on Tuesday September 12th and 19th. These will be special meetings that will be facilitated by MMS Strategies. We will be focusing on working to develop an updated vision and action plan for Auburn Blvd., and we need as much participation as possible! To be part of the change, you need to be part of the discussion! Rich will have a flyer available that we can handout.

NEXT MEETING

Auburn Blvd. Planning meeting is scheduled for Tuesday September 12th 6pm – 7:45pm
Citrus Heights City Hall, Large Conference Room
6360 Fountain Square Drive

We hope you can make it! ☺