

ROTARY CLUB OF CITRUS HEIGHTS February 19, 2014

Pledge: Doyle Phelan

Invocation: Tony David

Introduction of Visiting Rotarians:

Tony David introduced from the Sacramento Club, with the Classification of Commercial Banking, Paul Kucharski..Welcome Paul

Tony David introduced from the Sacramento Club, with the Classification of Deception Retail, Richard Kowaleski... Welcome Richard

President Justin introduced from the Sacramento Club, with the Classification of Real Estate Development, Doug Ose... Welcome Doug...

Introduction of Guests:

Jennifer Riffe introduced her lovely daughter Madison...Welcome Madison...

Drew Bauer introduced Carroll Webb, Carroll is a frequent guest and a big help with our Crab Feed last Saturday. Carroll is with Edward Jones Financial here in Citrus Heights...Welcome Carroll...

Ray Riehle introduced Evan Jacobs for his last visit to our club as a guest... Evan is the President of the Citrus Heights Chamber of Commerce and will become our newest member later in today's program... Evan was also a big help with our Crab Feed last Saturday...Welcome Evan...

Ray Riehle introduced his lovely daughter Olivia...Welcome Olivia...

Ray Riehle introduced our RYE Student, Sabrina Roth...Sabrina is from Switzerland and her home sponsor is RC Interlaken, District 1990...Welcome Sabrina

Ray Riehle introduced Vincent Jenkins, Vincent was a frequent guest during the summer. Vincent is The CEO of R. Domain, a Multi Media company...Welcome Vincent...

Bill Van Duker introduced Devon Rodriguez, Devon is with the City of Citrus Heights and our guest speaker for today...She will be properly introducer later in the program...Welcome Devon...

Also in Attendance today but not introduced: Our outbound RYE Student, Sawyer Stauffer... Welcome Sawyer...

Club Foundation Minute: Reminder that there are funds available for our mini-grant program... You are encouraged members to submit an application for worthwhile projects within Citrus Heights. The Foundation recently approved a \$250 mini grant to Marsha Robinson for the kindergarten reading program at Mariposa Elementary...

Vocational Minute:

Jennifer Riffe, owner of Nor Cal Auto Body, spoke to us about her business and her recent BIG Face Book Post about NorCal Auto Body. She provided Accident Check List Sheets for each member to use in the event of an accident... Very Helpful... It is the place to go when you need your vehicle restored... Remember that your Auto Body Repair Shop is Your Choice... Thanks Jennifer...

Membership: President Justin reminded the club that we will have our second Club Mixer at our meeting on March 26, 2014. Diane Riehle will need the names of prospective members so she can prepare and send invitations. Gail & Diane are going to scrub our current roster, so if you have not updated your profile, please go to our website...

Crab Feed Preliminary Results:

Rich Hale asked the club to give ourselves a rousing round of applause for the most successful Crab Feed we have ever had... The numbers are not all yet in, but our Crab Feed Chair (Rich Hale) indicated that we have achieved our goal of raising \$50,000 for the needs of the community... Tina Shaw reported that the Silent Auction raised \$10,000 as did the Live Auction... Funds generated for Rotoplast are approximately \$4,300, with the Beads and Heads or Tails event being a lot of fun... President Justin reported that 770 tickets were sold this year...

Sacramento Club is having their Centennial Gala at McClellan Conference Center on May 17, 2014 beginning at 6 PM... Celebrating A Century of Service – A Future of Possibilities... Annual RI Dinner: President Justin also announced our RI President Ron Burton will attend the RI Dinner on March 30, 2014... Details to follow...

Raley's Gift Cards:

Jack reported that no one from our club was a winner this week... How it Works: Our Rotary Club and Soroptimist of Historic Auburn are partnering again this year to sponsor this 52 week Gift Card Giveaway... Each ticket holder will be eligible for a weekly drawing for 52 weeks, beginning July 4, 2012 to June 26, 2013. The winner of each drawing receives a gift card in the amount of \$100 to use at Raley's, Bell Air and Nob Hill... Each ticket purchased qualifies for all 52 drawings, so don't lose them. Tickets are \$20 each and have been distributed to the club... Jack has two winning tickets, but the Rotarians who have the tickets have not turned in their funds yet... Special Thanks to Jack Duncan for chairing this fundraiser...

Citrus Heights Rotary Anniversary Dinner:

Jessica Mang reported that our 50th Anniversary Dinner will be combined with the Demotion Dinner... The Theme is Roaring 20's with Costumes encouraged... Jessica is putting a committee together and NEEDS volunteers.

Rotary at Work Projects:

Reminder that Rotary at Work Project (Graffiti Removal) is scheduled for Saturday, February 22, 2014 at 2 PM... We Meet at the CH Police Department and go from there...

Texas Hold-Em Poker Tournament:

Rich Hale announced he has distributed our Poker Tournament Flyer by e-mail... This Event will be held at the Citrus Heights Community Center on Saturday April 19, 2014... The Goal is to have 50 table sponsors and 135 players... The event is expected to last 4.5 hours. Rich reported that the Bar and Raffle are donated with our only expenses being the Room and the Dealers... Tickets are \$50 and Sponsorships \$250... See the Attached Flyer at the end of this newsletter... Flyer and sponsor letter is also on our website... Thanks Rich...

Citrus Heights Police Athletic League (PAL) Major Fundraiser:

Reminder about the first Major PAL Fundraiser... The Citrus Heights Police Activities League will be raffling off Original CHPD Harley Road Kings... Tickets are \$50.00 each and will be drawn live at the First Annual PAL Banquet on Friday, May 16, 2014 at the Citrus Heights Community Center... Early ticket purchases will enter you into Early Bird Drawings prior to the Motorcycle Raffle... You can see the motorcycles on display at Costco & Sam's Club...

Speech Contest: Reminder that this year's contest will take place at our regularly scheduled meeting on March 12, 2013... Sarah Rothwell is our Speech Contest Chair this year... Thanks Sarah...

Sabrina's Garage Sale:

Sabrina's Garage Sale is on Saturday, February 22, 2014 at Ray Riehle's Office (Applied Mailing) located on the corner of Antelope Road and Garden Gate (Van Maren Ln)... Starts at 6 AM and runs all day... If you have any items, please bring them by... We all wish Sabrina a Good Garage Sale...

Hula Hoop Exercise:

President Justin used this hula hoop exercise to focus on how team work is so important in being successful... Thanks President Justin...

New Member Induction:

Sponsor Rich Hale and Ray Riehle performed the induction ceremony to induct Evan Jacobs as the newest member of the Rotary Club of Citrus Heights... Evan spoke to the club about his profession working for California American Water, the 3rd Largest Water Provider in the area and serves the western 3rd of the City of Citrus Heights... Evan is happily married and the father of two little girls. He is the current President of the Citrus Heights Chamber of Commerce and a flaming Philadelphia Eagles Fan... He has lived in many parts of the country and loves to cook, ride his bike and read. He spoke about wanting to make a difference in this community as the reason he joined Rotary... (He was also one Big Help at the Drink Ticket Table during our Crab Feed last Saturday) Welcome Evan Jacobs, newest member of the Rotary Club of Citrus Heights...

Wheel Spins:

Sarah Rothwell spun \$9 in celebration of receiving a \$75K Donation to Beside the Blue Foundation... Very Very Cool... Barda Davis spun \$ 8 in celebration of her birthday... We all Sang Happy Birthday to Barda....

Fine Master: Bill Van Duker issued the following fines:

Bob Churchill \$1 for being late...

Evan Jacobs \$1 for his priorities in telling us a little bit about himself at the induction...

Rob Deatsch \$1 for not having his Badge...

Bill Van Duker fined himself \$20 for missing the Crab Feed...

Past President's Meeting at the Waffle House in Woodmore Oaks Shopping Center:

President Justin will meet with the past presidents this Tuesday at 7:30 AM... Purpose is to recommend our next President Elect Elect...

City Sign Ordinance Workshop: (Trellis Hall City Hall Complex, Wednesday, February 26, 8:30 – 10:30 AM

Sue Frost announced that the Citrus Heights Chamber is working with the City to review the Ordinance and explore areas that might be improved for more effective signage in the City. This is an excellent opportunity for you to learn about the city's sign regulations and provide feedback on any challenges, concerns and/or suggestions you may have for improving the Ordinance. Signage is a business's most basic connection with potential customers. In our region's highly competitive environment, we want to make sure our businesses have the best chance to succeed and that starts with effective signage. Thanks Sue...

Mentor Program:

Reminder that the current Mentors work to complete their task of integrating Mentees into our club

Program: City of Citrus Heights Economic Development... Bill Van Duker introduced Devon Rodriguez, Development Specialist for the City of Citrus Heights. Bill waxed eloquent in his remarks concluding with the comment that Devon is on her way to becoming an outstanding City Manager... And by the way, her newest child is due in June... Devon provided hard copies of her power point presentation Economic Development Incentive Programs The City of Citrus Heights offers the following incentives programs for the attraction, retention and expansion of businesses in the City. [Economic Development Support Fund](#) [Commercial Sign & Design Assistance Program](#) [Development Fund](#) [Sewer Credit Program](#) In addition, the City is also a member of the [Statewide Community Infrastructure Program \(SCIP\)](#) and [Sacramento Regional Recycling Market Development Zone \(SRRMDZ\)](#), which provide various financing programs.

Economic Development Support Fund

The Economic Development Support Fund has been allocated \$150,000 for Fiscal Year (FY) 2013-2014.

Part I: ED Support Program

The Economic Development Support Program (Part I) provides grants or sponsorships for events, marketing and promotions, studies to further economic development and other economic development-related activities that promote the following program goals:

- Increase job base
- Increase tax base
- Attract new shoppers/expand trade zone
- Promote/market a specific commercial areas/City
- Create or enhance a sense of place
- Improve aesthetics of a commercial area
- Improve the perception and/or practice of City as business friendly
- The City initiates two competitive application rounds a year, in the spring and fall. The City Council also reserves the right to receive rolling applications that meet the fund goals and contingent upon available funding and approval. Applicants may submit more than one application, but applicants are limited to no more than \$25,000 per fiscal year (July - June). All applications must be approved by the City Council.
- If you are interested in submitting an application, first review the [Program Guidelines](#) and [Application form](#). If you believe you are eligible for the program please contact Devon Rodriguez, Development Specialist, at (916) 727-4745 or drodriguez@citrusheights.net.

Part II: Commercial Sign and Design Assistance Program

The Commercial Sign and Design Assistance Program (Part II) provides assistance for new signage or a design rendering for facade improvements The Program's purpose is to eliminate blight and encourage economic development in the City's commercial areas.

Sign Improvement

The City offers a 1:1 match for new signs from a minimum of \$1,000 (City's share) to a maximum of \$5,000 (City's share). For example, if a sign costs a total of \$5,000; the City would provide \$2,500 for the sign and the applicant would provide \$2,500 for a total cost of \$5,000.

Signage must be consistent with the sign types allowed by the Zoning Code. Applicants will be required to covey a Sign Improvement Covenant to the City requiring the sign to be maintained for a three-year term. Applications are reviewed on a first-come first-served basis and subject to staff approval. For more information on the program, please review the [Program Guidelines](#) and [Application Package](#).

Design Assistance

This program provides a maximum of \$10,000 for design assistance to small businesses looking to update their building's facade. The City's investment in this service is meant to lead to businesses making improvements to their facade. The City will contract with architects to provide the service then, the architect, City staff and applicant will meet on-site to discuss the project and at the conclusion of the project. The applicant will be provided with a rendering to be used to obtain construction bids. The City is also working to identify partners that are able to provide financial assistance to applicants to construct the facade improvements. Applications are reviewed on a first-come first-served basis and subject to staff approval. For more information on the program, please review the [Program Guidelines](#).

Development Fund The Development Fund has been allocated \$350,000 of one-time funds. If agreed upon each year by the City Council, the amount will carry over from year-to-year until exhausted. This program is meant to be flexible in order to capture development opportunities and reduce or eliminate impediments to development. The program is divided into three parts, [Part A - PBID/BID Support](#); [Part B - Development Support](#) and [Part C - ED Innovation](#). Collectively, the programs offer the following incentives:

1. For Businesses, Property Owners or Developers (Part B or C):

- Assistance with development requirements, such as undergrounding utilities, offsite improvements, sewer relocation, etc.
- Funding to assist in the attraction, retention or expansion of a business in the City. This could also include special studies to spur development of a specific project.

2. For PBID/BIDs (Part A):

- For prospective or new PBID/BIDs:
 - Start-up costs, up to a maximum of \$25,000
 - Supplemental operation funds for a maximum of three years
 - Advancement of funding for special projects payable with future assessment
- For existing PBID/BIDs:
 - Renewal assistance, up to a maximum of \$20,000
 - Advancement of funding for special projects payable with future assessments

If you are interested in applying for assistance, please contact Devon Rodriguez, Development Specialist, at (916) 727-4745 to discuss your project.

Note programs may be subject to specific state and local requirements.

For questions regarding all programs, please contact Devon Rodriguez, Development Specialist, at drodriguez@citrusheights.net or (916) 727-4745.

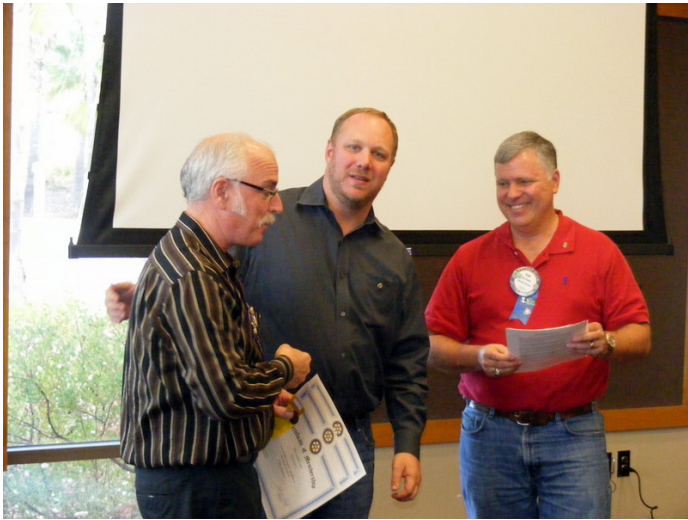
Thanks Devon, for making us aware of this incentive initiative...

OUR NEXT MEETING IS AT THE NEW SAN JUAN HIGH SCHOOL CULLINARY SCHOOL (BEHIND THE GYM NEXT TO THE POOL...PLEASE LOG ON TO THE WEBSITE AND REGISTER TO ATTEND SO THE STUDENTS KNOW HOW MUCH FOOD TO PREPARE...

Opportunity Drawing: \$225 Winners: Gail Moxley \$4 Lucida Hernandez \$10

Check out Our New Website at: www.chrotary.org

President Justin adjourned the meeting at 1:30 PM





TEXAS HOLD'EM POKER TOURNAMENT



Proceeds Of The Event To Benefit The Citrus Heights Rotary Club



**Professional Tables & Dealers Donated
By Lucky Derby Casino & All In Poker
Event Sponsored By: Dignity Health**

**Exciting
Final
Table of
9 Great
Prizes**

Saturday, April 19th 2014

Citrus Heights Community Center

6300 Fountain Square Dr. Citrus Heights 95610

No Host Bar & Raffle Prizes

TABLE SPONSORSHIP AVAILABLE

\$250 Table Sponsorship Includes

- 2 Tournament Buy-ins
- Logo or Name on Event Banner & PowerPoint Presentation

**\$50.00
Buy-In**




- I would like to donate a prize
- I would like to be a Table Sponsor
- I would like to purchase

_____ buy-in(s)

Name _____
 Company _____
 Address _____

 Phone _____
 Email _____

For more info please contact Rich Hale (916) 599-5457

 Location and Times of Local Area Club Meetings:
Makeup at <http://www.rotaryclubone.org/>

Monday		
S. Sacramento	Casa Garden Restaurant	11:30 AM
Walnut Grove	Wimpy's Restaurant	12:15 PM
Foothill Highlands	Lions Gate (McClellan Park)	12:15 PM
Fair Oaks	Community Club House	6:45 PM
Sacramento	Radisson Hotel	12:15 PM
Tuesday		
Mather-Perkins	Mills Station – 2 nd Floor	7:00 AM
Oroville-Sunrise	Historic Monday Club	7:00 AM
Sutter Buttes-Sunrise	Refuge Restaurant	7:00 AM
Rancho Cordova Sunrise	Brookfield's Restaurant 11135 Folsom Blvd	7:00 AM
Sacramento Breakfast	Gonul's Restaurant	7:15 AM
Oroville	Historic Monday Club	12:00 PM
Arden Arcade	Sherriff's Sub-Station 2500 Marconi	12:00 PM
Marysville	Peach Tree Country Club	12:15 AM
Rancho Cordova	Rancho Cordova City Hall, 2729 Prospect Dr	12:15 PM
Gold River	Zinfandel Grille & Bar 2220 Gold Springs Ct	6:30 PM
Carmichael	Palm Street Pub & Grill	6:30 PM
Centennial West Sacramento	Ramada Plaza Inn & Suites 1250 Hayward Dr	7:00 AM
Folsom Lake	Folsom Community Center	12:00 PM
Wednesday		
Rocklin – Loomis	Whitney Oaks Country Club	7:00 AM
Natomas (Sacramento)	McDonald's Northgate Blvd.	7:15 AM
El Dorado Hills	Community Service Pavilion	7:30 AM
Laguna – Elk Grove	Valley Hi Country Club	7:30 AM
South Placer	Zinfandel Grille	12:00 PM
Yuba City	Refuge Restaurant	12:00 PM
Citrus Heights	Citrus Heights Community Center	12:00 PM
East Sacramento	Evan's Kitchen 885 57 th St. Between H&J	12:00 PM
Elk Grove	Vince's Restaurant	12:15 PM
North Sacramento	Double Tree Hotel	12:15 PM
Midtown Sacramento	The Black Pearl	5:30 PM
Thursday		
Historic Folsom	My Brother Vinny's	7:00 AM
Roseville-Sunrise	Ginger's 1410 E Roseville Parkway	7:00 AM
Yuba-Feather River Sunrise	Eagle's Nest Restaurant	7:00 AM
Gridley	Gridley Veteran Memorial Hall	12:00 PM
Lincoln	Women's Club House	12:00 PM
Folsom	Rotary Clubhouse	7:00 AM
Roseville	Sierra View Country Club	12:15 PM
Friday		
Orangevale	La Placita Restaurant	7:00 AM
Point West	Red Lion Inn Sacramento	7:00 AM
Granite Bay	McCormic & Schmick's 1194 Rsvl Parkway	12:15 PM
West Sacramento	Pheasant Club	12:15 PM