

# Arden Arcade

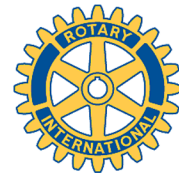
Chartered, February 23, 1955

Pledge by Rob Fiord

Invocation By Earl Heverly

May 17, 2016

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**ROTARY CLUB OF  
ARDEN ARCADE**

Arden Arcade 2015-2016

Welcome back to Stan Atkinson! We're happy you are feeling better!

A Big Thank You to Cathy Skeen, Ben Fox, Al Cady and Paul King (and of course Prez Steve) for their work to plan and execute the fantastic boat cruise Friday night. The only unwelcomed guest was the wind and cold temperature! Everyone had a ball anyway!

Going Away Party for Jeri Petersen! June 4th, 6pm, held at Carroll and Karen Cook's home at 2807 Rockwell Drive in Davis. If your e-vite hasn't arrived, call Carroll Cook to RSVP. Spouses or significant others are welcome. Michael Caplan says Carroll is pulling out all the stops for a wonderful feast of Tapas and Paella. Cocktails at 6, dinner at 7. Michael says Carroll and Karen's backyard is amazing and will provide a wonderful spot for a great time!

**CAR SHOW—on June 14th, Arden Arcade Rotary will sponsor a car show in front of Ruth Chris at our regular meeting. We'll have hamburgers and hot dogs and show off some members amazing cars as well as invited friend's cars. George Prather is rumored to be bringing his dragster! Sounds like a lot of other very interesting cars will be there too!**

Happy Bucks: Duane gave \$25 Happy Bucks because as a long time Cal Bears fan he was happy to see his Cal player get selected in the first round of the NFL Draft. Ben Fox gave \$20 Happy Bucks for the great river cruise and the opportunity to show his friends the great organization he has joined. Ben also gave \$20 because he and his wife just purchased a home in the Arden Arcade area.

Steve reminded everyone that this Thursday thru Sunday is the District Conference in Oakland at Jack London Square.

Fireside Chats are being organized at members homes. It is mandatory members attend one of them. The dates are: May 24th, 6pm at Cathy Skeen's home...2003 Fox Hollow Lane (Arden Oaks); June 8th at Al Cady's home ...3510 Dutch Way, Carmichael; and a June 22nd at Patt McCormick's home...1120 Commons Drive (Campus Commons.) This is an important meeting for every member to attend to help Paul organize his presidential year.

Steve Turner,  
Club President



Paul King, Vice  
President, Presi-  
dent Elect

Stuart Nelson,  
Secretary

Christine Hock, Treasurer

Tom Goode, Controller

Past President, Joel Archer

Joe Green, Membership

Matt Ross, Public Relations

Jeri Petersen, Arden Arcade Foundation

Matt Ross, RI Foundation

Cathy Skeen, Club Events

Tim Martin, Community Service

Mike Caplan, International Service

Al Cady, Sergeant at Arms

Paul King, Rotary House,

Paula James, Youth Programs

Patt McCormick, Newsletter Editor

Attendance: Jed Van Wagner

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## RAFFLE

**\$654.00 Up for Grabs**

- 1. \$232.00—Roy Vogel had the ticket but didn't pull the ace.**
- 2. \$422.00—Roy Vogel had the ticket And pulled the Ace of Spades! Congratulations, Roy!**



ROTARY CLUB OF  
ARDEN ARCADE

Our speaker today is Supervisor Susan Peters. She has been a supervisor for 11 years. Prior to that she was a local business woman, banker and developer.

Ms. Peters is going to talk about the economic development challenges to businesses in the Arden Arcade area. Many of the neighborhoods date back to WWII. The challenges include transients, blight, crime and diminishing shopping centers.

The last time the zoning code was updated was 1970. Special Planning Areas (SPA) encourage private investors to come in and bring new businesses to the area.

Examples of this are:

- Howe Bout Arden: the Motel 6 and the Century Theaters are gone, a new Container Store has opened, a new Nordstrom Rack is under construction, a Home Goods store and several restaurants are moving in. There will be some roads cut through the parking lot to help with access to the new side and better circulation within the parking lot. The new Century Theaters will reopen backing up to the Harrold Ford site. All of these new investment dollars are validating the area is worthy of new investment.
- Country Club Plaza: has a new owner, Macy's is gone, Sports Authority is gone. The old Gottschalks site is being remodeled into a WinCo Foods. They are also adding a new movie theater—Cinema West. A Planet Fitness is going inside the mall. They are hoping the foot traffic from Planet Fitness will bring in more people to the new restaurants.
- Town and Country: has lots of new development by an out of the area developer.
- Malagra Center in Carmichael was developed with a public/private partnership. The center is opening soon.
- Fair Oaks Village and Watt Avenue are other areas that are being looked at: all of these are indicators that investment In Arden Arcade is a good thing.
- There have been many street scape improvements helped by federal funding: Fulton Avenue and Auburn Blvd. for example.

To help stimulate investment, P-Bids, or a groups of business owners form a partnership and vote to tax themselves with the idea that they can just how to use the funds. The Fulton Avenue Partnership is a great example. There are groups forming all around to raise funds to make property improvements. They spend funds mostly on security, image enhancements and positive improvements. The Fulton Avenue Partnership has been doing this for 10 years. Their \$300,000 a year investment has been leveraged into \$23,000,000 in improvements. The supervisors have held a P-Bid Academy to teach groups how to make this system work to improve the area. One example is putting utilities underground.

The supervisors have reformed the ordinance for recycling centers. These centers have been an issue due to the draw to transients. The cycle of going through dumpsters to find stuff to recycle then take it o the recycling center to get cash then walk to the nearest gas station or convenience store to buy liquor, pass out and then start the cycle again the next day. The new ordinance requires recycling centers to be enclosed and not close to liquor or convenience stores. Existing recycling centers are in non-compliance and have to apply to be able to stay at the location.

Shopping carts are another issue. In 2015, 2000 carts were picked up by the County. Now the owners are responsible for reclaiming their carts. They are to be locked up at night.

The transient issue is a very complex problem. The recession and economic downturn have made changes to the criminal justice system which has impacted the transient problem. From Prop 47

decriminalizing some crimes to the reduction of the number of prisoners in the jails, the homeless population has grown and they have now discovered the suburbs. Lawyers (who make a living suing the government) have sued the County for panhandling and illegal camping and has now made it so the sheriff has to give 48 hours notice for a transient person to vacate their space. The County has tried to place an emphasis on getting service to the homeless population. However it is still a challenge because you cannot force them to accept help. This year, \$40,000,000 will be spent on the homeless problem. They try to help them with rides, vouchers for a room, vouchers for food, and yet still over 2600 people are homeless in Sacramento County. Ms. Peters said unlocked dumpsters and unlocked electrical outlets create an issue as well as wifi in a closed business. Ms. Peters also told us to use the 311 system. You don't need to know the department you are looking for, they will direct you.

Thank you Supervisor Peters for an enlightening presentation!

### UPCOMING PROGRAMS

**May 24<sup>th</sup>** Our last "Club Assembly" of the year! Time to catch up on Club Business!

**May 31<sup>st</sup>** NO MEETING. *This is our 2<sup>nd</sup> quarter dark week scheduled for Memorial Day Weekend.*

**June 7<sup>th</sup>** Our Meetings presenter is "penciled in" as a secret VIP kind of visit. As we get closer and I can let out the details, I most assuredly will. If all goes well for the schedule, this will be a great meeting to be at.

**June 14<sup>th</sup>** This is our Clubs Car Show! Lets bring in all the cool cars and toys we have to show and share this California Centric Car Culture with our fellow members and visitors. We will be in the parking lot and frontage road. Ruths Chris is doing up a special Car Show BBQ menu for us. This will not be a traditional meeting, but a very good time! Special thanks to Gary Johnson for dreaming this up and heading up the fun!!! If you know someone with a special ride, please get them out here!!

**June 21<sup>st</sup>** Our Meetings presenter is scheduled to be John Wheat, the Director of Airports for Sacramento County. John will be talking about the investment and flight services that have been helping make our Sacramento Valley a stronger economic power in California. Come bring your questions and ideas for our SMF Director and learn a little about its future.

**June 28<sup>th</sup>** Our Meetings presenter is scheduled to be Chief Brian Estes of Cal Fire. Deputy Chief Estes runs the Amador Eldorado Unit of Cal Fire and will be giving us an overview of our State's wildfire problem, a little bit of the past wildfire world, and what our current solutions are looking like. With last years huge fire season behind us, Chief Estes can answer some of the details about how that response and recovery has played out.

Our Speaker



Supervisor Susan Peters

Welcom Back



Stan Atkinson

Raffle Winner!



Roy Vogel