



SMP MARKETING COMMITTEE MEETING AGENDA
Wednesday, August 2 at Noon · Lunch will be served
Sunrise MarketPlace Office
5912 Sunrise Mall, Citrus Heights, CA 95610
Sunrise Mall (near Sears)

Present: C. Hall, T. Kimball, M. Troyan, S. Rodgers, J. Yoho, C. Robertson, M. Saario
Guests: N. Bakkie, C. Hostetler, D. Lyons, B. Sims, C. Woodards
Absent: A. Nguyen
Staff: K. Carpenter, J. DePrada, B. Niekamp

CALL MEETING TO ORDERSusie Rodgers
Susie Rodgers called the meeting to order at 12:09 PM.

PUBLIC COMMENTS/INTRODUCTIONSSusie Rodgers
None.

APPROVAL/ACTION ITEMSSusie Rodgers
*A motion was M/S/C (Travis Kimball/Janet Yoho) for the approval of May 3 and June 14, 2017
Committee Meeting Minutes.*

MARKETING.....Julie DePrada/Susie Rodgers/Kathilynn Carpenter

Digital Strategy Update:

- New website update
 - Reviewed progress, will be doing a soft launch mid-August.
- 2nd Quarter Social Media Wrap Report – see attached.

Event Recaps and Upcoming Special Events and Sponsorships

- June 24 - “Sunrise Summer Kick Off” (Immediately following RWB Parade)
 - SMP had a float in the RWB Parade to promote the Sunrise Summer Kick Off event following the parade. After the parade several people came right to the event. SMP had a booth at the event with the Plinko board and prizes. Approximately 1,500 people attended the event. We conducted a survey asking how they heard about the event. Print and radio were the lowest mediums, while social media or word of mouth were the highest. We are reviewing whether to host this event again for 2018.
- July 29 - BTS at Sunrise Mall
 - Sunrise Mall will be hosting a back to school event filled with games and activities including a rock wall for students of all ages. Activities will take place throughout the mall. SMP will sponsor a photo booth.

- August 5 - Back to School at Citrus Town Center
 - SMP will participate in a Back to School event at Citrus Town Center. SMP will have prizes for all the children and their families from 1-3pm.
- August 12 - Hot August Bites
 - SMP will have a vendor booth at this City event at Rusch Park with prizes and the Plinko board.
- August 18 – ACFP
 - Reaching for the Stars Dinner at Stones Casino
- August 19 - CHPD Motorcycle Challenge & Traffic Safety Day at Sunrise Mall
 - This event will be in the Mall parking lot and SMP and Sunrise Mall will be sharing a booth for this event.
- October 21 - Harvest Festival and Craft Fair
 - SMP and Sunrise Mall are currently planning for a Harvest Festival and Craft Fair in the fall.
- October 28 - Fall Festival at Citrus Town Center
 - SMP will have a booth and will give away prizes with the Plinko board. SMP provided a sponsorship of the event.
- May – August – CTC Movie Nights
 - SMP was a sponsor of the movie nights at Citrus Town Center.

Pop-Up Stadium Update..... Kathilynn Carpenter

SMP submitted the grant application to the city for \$300,000 on July 20th. There will be a meeting with city staff and Chris Boyd on August 3rd. The funding request will go to City Council in September for approval.

Palm Tree Light Project Update Kathilynn Carpenter

SMP submitted the SMUD matching grant application last week for \$100,000. SMUD will announce approval of grants in September. If approved in time, we would proceed with the installation of lights for holiday activation.

MARKETING CHAIR REPORTSusie Rodgers

EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter

Kathilynn will be out of the office from August 7 to August 28th, contact Breanna or Julie at the office if you need assistance.

ADJOURN MEETINGSusie Rodgers

Meeting adjourned by Susie Rodgers at 1:30 PM.

THE NEXT MEETING IS SCHEDULED FOR WEDNESDAY, September 6, 2017.