



**SUNRISE MARKETPLACE
MARKETING COMMITTEE MEETING MINUTES
Wednesday June 14, 2017 — 12:00 PM
Sunrise MarketPlace Office
Citrus Heights, CA 95621**

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

CALL MEETING TO ORDER..... S. Rodgers

The Marketing Committee meeting was called to order at 12:15 PM by Susie Rodgers.

INTRODUCTIONS S. Rodgers

Susie introduced a special guest with Sunrise Mall, Andre Ivanchuk, Director of Marketing and Brand Strategy for Spinoso Real Estate Group.

APPROVAL/ACTION ITEMS

- *Approval of May 3, 2017 Committee Meeting Minutes - **Motion rescheduled to next month's meeting on Wednesday July 12, 2017 due to no quorum.***

MARKETING J. DePrada/S. Rodgers/K. Carpenter/B. Niekamp

Digital Strategy Update:

- Mother's Day Promotion
 - We received 2,762 Web Click Through's
 - 3,947 total clicks on the Facebook Ads in May
- Facebook Advertising
 - 'Likes' have increased 800+ since starting GoDigital in April.
- Instagram
 - Instagram has a total of 57 followers to date and engagement on our ads as well.
- Newsletter
 - Julie has implemented, will e-blast to database once a month.
 - Newsletter to encompass all our events and those in the district.
 - Each month will also encompass a type of service or business; this month we focused on eye care. All our sunglasses shops, and eye care businesses were highlighted.

Event Recaps and Upcoming Special Events and Sponsorships:

- June 3 – City of Citrus Heights 20th Anniversary Block Party
 - There were a lot of people present at this event, 8-9,000. The Breweries ran out of beer, and the event was turned over multiple times.
 - Sunrise Mall and Sunrise MarketPlace were positioned next to each other and it attracted a broader consumer audience.
 - First time we tried out our Plinko board and it was a hit. We had prizes and Sunrise Mall had vouchers for a free item from Hot Dog on a Stick, Taco Bell, Pretzelmaker and Mrs. Fields Cookies. These businesses had a combined 16% redemption, totaling 224 vouchers within 3 days, which was very successful.
 - Sunrise Mall & Sunrise MarketPlace would both sponsor the event again.
- June 14 – Chamber Table Top Mixer
 - Sunrise MarketPlace and Sunrise Mall are participating in this event. Four different chambers have partnered in the event: Fair Oaks, Orangevale, Citrus Heights and Carmichael.
 - Sunrise MarketPlace and Sunrise Mall will be doing prize wheel-giveaways including gift cards, chargers and \$10 vouchers for the Farmers Market.
- June 24 – City of Citrus Heights RWB Parade & Rotary Breakfast
 - Sunrise MarketPlace and Sunrise Mall are sponsoring the City's 18th annual event, which runs along Sunrise Blvd from Uplands Way to Sunrise Mall.
 - This event is poised at a low participation rate, but high attendance.
- June 24 – “Sunrise Summer Kick Off” (Immediately following RWB Parade)
 - Sunrise Marketplace and the Sunrise Mall are co-sponsoring this event immediately following the RWB parade from 11am to 2pm.
 - There will be live music, a car show, huge kid zone with 10+ inflatables for toddlers through full scale family size obstacle courses, beer and wine, a Food Truck court, eating contests, interactive vendor booths and so much more.
 - Event should be squared away, and we are looking forward to seeing everyone there.

ACTION ITEM: Pop-Up Stadium K. Carpenter, C. Woodards

- **Review and Approval of Pop-Up Stadium**
 - ***Rescheduled Approval to next month's meeting on Wednesday, July 12, 2017 due to no quorum.***
 - For a copy of materials distributed and shown at meeting, please contact office.
 - We need to stand out to stay relevant. Retail is no longer solely needed; the people want a destination.
 - We are surrounded by this type of activation. Some examples are The Barn, The Golden 1 Center, The Harris Center, etc.
 - We are currently working with the City to develop an economic development budget, submitted an app and will be going to council. We need to finalize this by July 13, when

- it will go to the board for approval, and then the application will be submitted to the City on July 27th.
- SUNRISE MARKETPLACE will be focusing on Programming plans for the 2018 season internally.
- So far, we have received great support, we don't anticipate any issues with the City or Council.

ACTION ITEM: Holiday Décor K. Carpenter

- **Review and Approval for SUNRISE MARKETPLACE Submittal of application for SMUD matching grant in the amount of \$100,000 for the Palm Tree Light Project.**
 - Currently working on an RFP for the project. There would be 2 LED lights on each of the 71 palm trees within the 5 intersections that have electrical. Each median would also have a control box so that the lights can both synch and program to do separate things.
 - SUNRISE MARKETPLACE will apply for a grant with SMUD, which would match \$100,000 to complete the project. The due date is June 26th.

MARKETING CHAIR REPORT S. Rodgers

- Colleen with A Community For Peace: They are moving forward with their two homes in July and August. ACFP has partnered with UC Davis Trauma and have been attending classes with them. So far, they have received outstanding community support.
- Mike with Barnes & Noble: July is Pop Culture Month and they will be having some related activities on Saturdays.
- Christi with Sunrise Mall and SUNRISE MARKETPLACE Board Chair: Event Permits though Sacramento Metro Fire Department
 - Any and all events with more than 49 people will require a permit, with fees starting at \$469. Sacramento Metro Fire allegedly started the fee schedule 2-3 years prior and are now asking Citrus Heights to enforce it.
 - Met with Sacramento Metro Fire to discuss and more information will be available as more discussion develops.

EXECUTIVE DIRECTOR REPORT K. Carpenter

ADJOURN MEETING S. Rodgers

Adjourned by Susie Rodgers at 1:24 PM. **Next meeting date Wednesday, July 12, 2017.**