###### 4-c_SMP

###### SMP MARKETING COMMITTEE MEETING AGENDA

**Thursday, September 6th at Noon · Lunch will be served**

Sunrise MarketPlace Office

5912 Sunrise Mall, Citrus Heights, CA 95610

Sunrise Mall (near Sears)

Present: S. Rodgers, T. Clement, T. Kimball, M. Saario

Guests: N. Bakkie, C. Hostetler, C. Woodards

Absent: C. Hall, C. Robertson

Staff: K. Carpenter, J. DePrada, B. Niekamp

**CALL MEETING TO ORDER Susie Rodgers**

Meeting called at 12:13 PM

**PUBLIC COMMENTS/INTRODUCTIONS Susie Rodgers**

None

**APPROVAL COMMITTEE MEMBER ACTIONS Susie Rodgers**

Mike is no longer with Barnes & Noble and will no longer be a member of the Marketing Committee.

**APPROVAL/ACTION ITEMS Susie Rodgers**

* ***A motion was M/S/C (T. Clement/T. Kimball) to approve the Marketing Committee Meetings Change of Date.***
  + ***All in favor of meeting the first Thursday of the month, bi-monthly, at 12 PM. The new day will start effective October. Bi-monthly meetings will be effective 2019.***
* ***A motion was M/S/C (T. Kimball/T.Clement) to approve June 6, 2018 Marketing Committee Meeting Minutes.***
* ***A motion was M/S/C (T. Clement/M. Saario) to approve the Social Media Policy Update for Event Promotions. (See Attached)***

**MARKETING Julie DePrada**

* **July 2018 Events, Social Media & Sponsorship Recap**
  + See Attachments
* **Upcoming Special Events, Promotions and Sponsorships** 
  + **District Events**
    - Annual Tomato Taste Off, September 8th from 7 AM to 1 PM at Sunrise Mall. SMP participating with a booth sponsorship and giveaway.
    - CTC Movie Series Finale at Citrus Town Center Fountain, September 8th, from 7 PM to 9 PM. SMP sponsored the movie series.
    - Lowes Pros Event at Lowes, September 25th from 10 AM to 2 PM. SMP will participate with booth and giveaway.
    - CHPD Motorcycle Safety Day at Sunrise Mall, September 29th from 10 AM to 4 PM. (Post meeting note – this event has been cancelled).
    - Circus Vargas at the Sunrise Mall from September 20th – 24th. See Mall website for show times.
    - Cemetarium Haunted House coming soon in October.
      * The Citrus Heights community came to SMP with interest in conducting a fundraiser for the Carr Fire victims. SMP is partnering with Cemetarium Haunted House to donate a portion of ticket proceeds to the fire victims. Staff is currently working on a bounce-back promotion with restaurants in the district. More information coming.
    - Midway of Fun Carnival at the Sunrise Mall from October 26th to November 4th. See mall website for details.
  + **Community Events**
    - Citrus Heights HART’s Student Connect event on September 29, from 10 AM to 3 PM at Advent Lutheran Church, Citrus Heights. Event will serve as a one-stop for families who need services that aren’t easily accessible.
* **Magical Moments updates**
  + Laser Light Show Kick Off, Lowes, Thursday November 29th from 6 PM to 9 PM.
  + Super Hero Saturday, Marketplace at Birdcage, December 1st (Time TBA)
  + Winter Fest, Sunrise Village, December 15th (Time TBA)
  + The Nutcracker Interlude, Sunrise Mall, Dec 20th (Time TBA)
* **20TH Anniversary Options**
  + SMP Open House on December 5th at 4 PM, will serve as a 20th Anniversary Kick-Off
    - Event will serve as sneak peek for media, and to showcase the banners, logo, etc.
    - C. Woodards proposed that SMP shopping centers going through re-vamp to serve as possible alternative location.
  + Updating Logo?
    - Options to: add 20th anniversary and 2000-2019 years to existing logo; use elements of current logo to create new logo; or unveil a brand-new different logo.
      * At minimum; majority agrees that there will be a 20th anniversary logo.
  + Proposed Anniversary and newly branded SMP banners will go up in the district by January 15th when holiday banners come down. Board to approve the budget.
  + Infographic and Interactive Timeline on website
  + Enhanced annual report showcasing 20 years
  + Signature event will be a Beerfest taking place June 8, 2019. Times TBA.
  + Giveaway - $20 in gift cards every day, M-F, all year long 2019.
  + State of the PBID with Chamber, past board members will get recognized/proclamations
  + Palm Tree Lighting project – pending city funding.
  + Art installations or Commemorative Poster bidding out to local artists, and incorporating elements of the Sunrise MarketPlace, etc.
  + Video Retrospective, also shop-dine-do-play videos
  + Consumer oriented customer service promotion throughout retail business in the Sunrise MarketPlace where consumers could vote on best customer service experience, etc.
* **KYMX - Mix96 Holiday Music Co-op** 
  + Last year SMP, along with Sunrise Mall, sponsored K-Mix holiday music on the radio station. The total was approximately, $9,500. SMP used radio spots to promote Magical Moments 2018 and Christmas shopping in the district. K-Mix is interested in 2019. Staff is currently in negotiation with K-Mix.
  + If any businesses are interested in spots that SMP will purchase, please contact staff for discussion.

**2019 Directors, Officer’s and Committee Chairs Kathilynn Carpenter**

* Every year SMP Slate goes out for the following year and identifying board of directors, officers and committee chairs.
* SMP needs new marketing committee members. If you have anyone in your centers, within the district or are interested please have them contact staff.
* T. Clement would like to be considered for Marketing Chair
  + T. Clement will be added to the 2019 Slate of Officers and directors.

**MARKETING CHAIR REPORT……………………………………………………………………………………. Susie Rodgers**

* Staff is doing an excellent job with social promotions and website.

**EXECUTIVE DIRECTOR REPORT…………………………………………………………………………………Kathilynn Carpenter**

* Citrus Heights Leadership application deadline is tomorrow, September 7th. If you or someone you know is interested, please apply. The program is very robust this year.
* UPDATE: SMP staff won’t know about that status of the SHINE grant for the palm tree project until October.

**ADJOURN MEETING Susie Rodgers**

Meeting Adjourned at 1:43 PM.

Respectfully submitted by,

Breanna Niekamp

Accepted and approved by, Susie Rodgers, Chair- Sunrise MarketPlace Marketing Committee.

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Susie Rodgers, Chair

***THE NEXT MEETING IS SCHEDULED FOR OCTOBER 4th, 2018***