###### 4-c_SMP

###### SMP MARKETING COMMITTEE MEETING AGENDA

**Thursday, November 1st at Noon · Lunch will be served**

Sunrise MarketPlace Office

5912 Sunrise Mall, Citrus Heights, CA 95610

Sunrise Mall (near Sears)

**Present**: S. Rodgers (Chair), C. Hall (Call-In), T. Clement, T. Kimball

**Absent:** C. Robertson

**Guests**: N. Bakkie, C. Hostetler, C. Woodards, Dominic Papa,

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

**CALL MEETING TO ORDER Susie Rodgers**

Meeting was called to order at 12:12 PM.

**PUBLIC COMMENTS/INTRODUCTIONS Susie Rodgers**

Diversity in the Workplace presentation by Dominic Papa.

**APPROVAL COMMITTEE MEMBER ACTIONS Susie Rodgers**

***A motion was M/S/C (T. Clement/T. Kimball) to approve the action to add Crickett Luna from Patelco Credit Union to the Marketing Committee.***

***A motion was M/S/C (T. Clement/T. Kimball) to approve the removal of Colleen Robertson from Marketing Committee.***

**APPROVAL/ACTION ITEMS Susie Rodgers**

***A motion was M/S/C (T. Clement/T. Kimball) to approve the October 4th, 2018 Marketing Committee Meeting Minutes.***

***A motion was M/S/C (C. Hall/T. Clement) to approve the October 23rd, 2018 Special Marketing Committee Minutes.***

***A motion was M/S/C (T. Clement/T. Kimball) to approve the modification of SMP branded and 20th Anniversary Banners.***

***A motion was M/S/C (T. Clement/T. Kimball) to modify the Beerfest logo.***

**MARKETING Julie DePrada**

* **3rd Quarter Events, Social Media & Sponsorship Recap (**See Attached**)**
* **Upcoming Special Events, Promotions and Sponsorships** 
  + **District Events**
    - Magical Moments is coming up! Laser light show at Lowes, Victorian Christmas at MAB, Winterfest at Sunrise Village, The Nutcracker at the Sunrise Mall.
  + **Community Events**
    - CTC Holiday Open House
    - City Hall Tree Lighting
    - SMP Holiday Open House @ Rue 21, Music, Heavy Hor Devours, Libations
* **Magical Moments** 
  + Holiday Rock Laser light show
  + Victorian Christmas
  + Winterfest
  + The Nutcracker

**MAP GUIDE DIRECTION Kathilynn Carpenter**

NONE.

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

NONE.

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

SMUD Utility Work will be coming up, will send out via email.

**ADJOURN MEETING Susie Rodgers**

Meeting was adjourned at 1:30 PM.

***THE NEXT MEETING IS SCHEDULED FOR NOVEMBER 1st, 2018***