



SMP MARKETING COMMITTEE MEETING MINUTES
Thursday, April 4, 2019, at Noon · Lunch will be served
Sunrise MarketPlace Office
5912 Sunrise Mall, Citrus Heights, CA 95610
Sunrise Mall (Next to United Artist Theater)

Present: Tiffany Clement (Chair), Travis Kimball, Susie Rodgers, Connie Hall, Michelle Saario

Absent: Crickett Luna

Guests: Nick Bakkie, Clint Hostetler, Terri Henry

Staff: Kathilynn Carpenter, Julie DePrada, Breanna Niekamp

CALL MEETING TO ORDERTiffany Clement

The meeting was called to order at 12:09 PM.

PUBLIC COMMENTS/INTRODUCTIONSTiffany Clement

Marketplace at Birdcage property manager, Terri Henry attended the meeting as a guest. The Marketing Committee members introduced themselves.

APPROVAL COMMITTEE MEMBER ACTIONSTiffany Clement

At the previous meeting, it was mentioned that staff would identify potential marketing committee members and encourage participation within the committee. Please reach out to Breanna if you know anyone that would be interested in participating or you would like to see participate in the committee.

APPROVAL/ACTION ITEMSTiffany Clement

A Motion was M/S/C (T. Kimball/S. Rodgers) to approve the February 7, 2019, Marketing Committee Minutes.

MARKETING Julie DePrada

- 1st Quarter Events, Social Media & Sponsorship Recap
See the attached PowerPoint Presentation.
Upcoming Special Events, Promotions and Sponsorships
District Events
Sensory Friendly Easter Bunny Photo Opportunity (Bunny Cares) held at the Sunrise Mall on April 14th. RSVP only.
The Spring Celebration with a pet fashion show will take place on April 20th from 1-3 PM at Citrus Town Center.
Movie Nights will begin in May at both Citrus Town Center and Marketplace at Birdcage.
The Kids Summer Safari Day Camp will commence in May at Citrus Town Center.
Community Events

- The Taste of Citrus Heights at the Citrus Heights Community Center on April 26th, 2019 from 6-9 PM.
- **Brews in the Burbs Updates**
 - Sponsorship packages are now available, please see Julie if you are interested in participating or know of anyone interested in participating as a sponsor or vendor for the event.
- **SMUD Art Wrap Project** which consists of wrapping the transformer boxes with art would bring a creative element to the District. Staff has identified 8 transformer boxes that are most visible from the main intersection area and will be working with the property managers and owners to see if this would be something they would allow in their center. SMP is planning to partner with Citrus Heights High Schools and American River college for the art work that will wrap the boxes and partnering with the City to implement the project at the same time. Staff has a meeting schedule for April 28th to create and discuss planning for this project.

MARKETING CHAIR REPORT.....Tiffany Clement

Sponsorship requirements – See attached document. There has been a change in non-profit insurance due to risk-assessment. Bounce houses are no longer covered, certain events will require additional events insurance, etc. SMP has guidelines when participating, sponsoring or hosting events such as securing TUPS and permits with the fire department and City, obtaining correct certifications from vendors, property owners and managers along with ensuring safety. These guidelines are included in the attached document. Staff would like committee to review and discuss at the next meeting. In relations to the permitting fees, SMP is willing to include in our sponsorships assistance for permitting fees provided all requirements are met. In addition, Kathilynn and Michelle will be meeting with Chris Boyd, City Manager, to discuss ways to advocate for the lowering of costs for permits associated with Sacramento Metro Fire Department.

EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter

- **Palm Tree Lighting update** – Kathilynn received word from Chris Boyd today stating that the City was interested in moving forward with the project due to this being in the public sector. Kathilynn will have more updates at the next meeting as she briefly got news prior to this meeting. Staff is still participating in the SACOG grant process.
- The former Logan’s building is going to be a Boston Pizza & Sports Bar, making this the second location in California. Plans were received via email today and there will be more updates in the future.
- The April Board meeting is important to attend due to approval of the Annual Report that staff is currently finalizing before presenting to the Citrus Heights City Council. The April meeting will take place next Thursday, April 11th from 1-3PM. John Lambeth from Civitas, who assists SMP with PBID renewals will also be in attendance and will provide information on an early renewal for SMP. SMP currently expires in 2021.

- Sunrise Mall and Quick Quack are interested in electric car charging stations at their business locations, Kathilynn will provide contact information for these items.

ADJOURN MEETINGTiffany Clement

The meeting was adjourned at 1:57 PM.

Respectfully submitted by,

Breanna Niekamp

Accepted and approved by, Tiffany Clement, Chair- Sunrise MarketPlace Marketing Committee.

Tiffany Clement, Chair

THE NEXT MEETING IS SCHEDULED FOR JUNE 6, 2019