###### 4-c_SMP

###### SMP MARKETING COMMITTEE MEETING MINUTES

**Thursday, October 4th 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, T. Clement, T. Kimball, M. Saario,

**Absent:** C. Robertson

**Guests**: N. Bakkie, C. Hostetler, C. Woodards, V. Noel

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

**CALL MEETING TO ORDER Susie Rodgers**

Meeting called to order at 12:10 PM.

**PUBLIC COMMENTS/INTRODUCTIONS Susie Rodgers**

* Introducing Vanessa Noel from Patelco Credit Union (PCU). Crickett Luna couldn’t make it. PCU is increasing their participation in the community.
* Ben’s Barketplace is a new business coming to Citrus Town Center and Plush Nightclub has officially moved out.

**APPROVAL COMMITTEE MEMBER ACTIONS Susie Rodgers**

None.

**APPROVAL/ACTION ITEMS Susie Rodgers**

* ***A motion was M/S/C (T. Kimball/M. Saario) to approve the September 6, 2018 Marketing Committee Meeting Minutes.***

**MARKETING Julie DePrada**

* **August & September 2018 Events, Social Media & Sponsorship Recap** 
  + **(**See attachment**)**
* **Upcoming Special Events, Promotions and Sponsorships** 
  + **District Events**
    - CTC Fall Family Faire, Saturday October 27th from 1-3 PM; kids costume contest.
    - Cemetarium Haunted House opens October 19th through November 3rd. SMP is promoting with marketing support.
    - A Bridal Expo will be held on October 21st at Sunrise Mall. There will be 30+ vendors and will feature a “scavenger hunt” between bridal vendors.
    - Annual Fall Carnival at the Sunrise Mall from October 26th to November 4th.
    - Annual Trick-or-Treat at Sunrise Mall on October 31st from 4:30 to 6PM.
    - Santa Arrives November 16th at Sunrise Mall.
* **Magical Moments updates**
  + Distributed outline.
* **20TH Anniversary Updates**
  + Plans include:
    - Modifying existing logo and adding 20th Anniversary banners; including anniversary banners in key locations; and brand-new SMP branded banners for remaining poles. Committee agreed with staff’s recommendations that 20th lighted décor would not be cost effective as it would only be able to be used for one year.
  + SMP Logo:
    - The Current logo is difficult to place on different backgrounds for printed materials.
    - SMP Logo: Consensus for; icon to have connected head on figures and four figures instead of current three; font Trajan Sans-Pro reads better and like sharper edges; like that it has character; add more white space with thicker fonts would be nice.
    - 20th Anniversary Logo: Consensus for Trajan Sans-Pro font; no loop through on 20; change location of “years” so it doesn’t look like it reads only 2 years.
    - Direction: Revise Trajan Pro Sans with four figures. For 20th use side by side 20 not looped through. Provide two more Sans Serif options.
  + October 24th at 12 PM; for special meeting to approve new logo concepts; will distribute via email to committee prior to meeting.

**MARKETING BUDGET 2019 Kathilynn Carpenter**

* **Map Guide**
  + Consensus that SMP needs a marketing piece for consumers for events versus a directory; more ideas to be presented at November 1st meeting.

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

* Slate of members for committee and chair will be voted on at October Board meeting. Tiffany will be on slate as new Marketing Committee Chair for 2019.

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

None.

**ADJOURN MEETING Susie Rodgers**

1:59 PM meeting was adjourned.

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 MEETINGS ARE SCHEDULED FOR OCTOBER 24th , 2018.***