



SMP MARKETING COMMITTEE MEETING MINUTES
Thursday, February 7, 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), Susie Rodgers, Connie Hall, Michelle Saario

Absent: Travis Kimball, Crickett Luna

Guests: Nick Bakkie, Clint Hostetler

Staff: Kathilynn Carpenter, Julie DePrada, Breanna Niekamp

CALL MEETING TO ORDERTiffany Clement

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

PUBLIC COMMENTS/INTRODUCTIONSTiffany Clement

None.

APPROVAL COMMITTEE MEMBER ACTIONSTiffany Clement

None.

APPROVAL/ACTION ITEMSTiffany Clement

A motion was M/S/C (Susie R./Michelle S.) to approve the November 1, 2018, Marketing Committee Minutes.

MARKETING Julie DePrada

- 4th Quarter Events, Social Media & Sponsorship Recap
See the attached PowerPoint presentation.
Upcoming Special Events, Promotions, and Sponsorships
District Events
On Saturday, February 9th from 10 AM - 2 PM Ben's Barketplace will host a German Sheppard adoption event in Citrus Town Center.
On Saturday, February 9th from 11 AM - 2 PM, SMP will be at the Sunrise Mall for the Safety Fair and Fill the Boot for Burns event.
On Saturday, March 2nd, from 12-2PM, A Ribbon Cutting for Bens Barketplace in Citrus Town Center.
On Saturday, February 23rd from 1-3PM Marketplace at Birdcage will host a Family Funday with Vitalant (Formerly Bloodsource).

- **Community Events**
 - Petapalooza is taking place at Rusch Park on March 30th. Staff will have branded booth and a photo booth at the event.
 - Taste of Citrus Heights is taking place on April 26th at the Community Center at 6 PM; SMP is encouraging district restaurants to participate.
- **20th Anniversary Updates**
 - SMP started 20 on 20 contest at the end of January. This first contest will end on February 19th. Staff posts an SMP trivia question on Facebook, encouraging followers to research the answer on the 20th Anniversary page on the SMP website and comment correctly. One correctly answered comment will be chosen at random to win 20, \$20 (\$400) in gift cards. This contest will run once per month for the duration of 2019.
 - Brews in the Burbs update: Sponsorship packages are completed and will be distributed this week. Ticket sales will begin the following week.

MARKETING CHAIR REPORT.....Tiffany Clement

- **New Member Recruitment:** Unanimously agreed that while SMP staff is out in the field, that they will be more proactive in recruiting managers and business owners for the Marketing Committee. Staff and committee will brainstorm and discuss new ways to obtain members for the committee. All new members will be briefed to ensure they are willing to commit to attending all the meetings.

EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter

- **Palm Tree Lighting update:** The City was not awarded the Shine Grant. SMUD has not posted winners yet but when they are posted, Kathilynn will conduct an analysis of those that were given the grant. SMP is advocating for the City of Citrus Heights to utilize economic development funding, for their contribution to the project. SMP has held funds aside in their budget for two years.
- SMUD's Art wrap project which consists of wrapping the transformer boxes with art would bring a creative element to the District. Staff is working with Art Starkovich on the project. There are a few options for this such as; SMP can own all the costs of the startup with property owner/manager handling maintenance fees or SMP can take on maintenance. Additionally, SMP could coordinate the entire project, or staff and property owners can work together with shared costs. SMP staff will be meeting with SMUD, on February 19th. Where SMUD has easements, staff will be securing property approvals.
- California Fish Grill will open on February 15th, the Chamber is hosting a ribbon cutting at 11 AM. Kathilynn and Breanna will be attending for SMP.
- Hobby Lobby is coming to the District in the former Toys R' Us building.
- With the rise of event costs due to fire permits, Julie is working on a summary of Metro Fire issues for Chris Boyd. Issues include high fees, inconsistent implementation of regulations and changes to approve site plans. Kathilynn will work with the city to advocate for changes in policies.

- SMP's Insurance agency will not renew the current policy due to not covering any alcohol or bounce house related events. SMP's new insurance carrier has agreed to provide coverage but has deemed the snow globe to be a bounce house. In addition, the new carrier will not cover Brews in the Burbs. SMP will have to pay an additional fee for special event insurance.
- Staff removed kiosks at Sunrise Mall, and Sunrise Village as they were dated, and in need of repairs. Kiosks were becoming difficult and expensive to maintain. CTC will keep and maintain their kiosk.

ADJOURN MEETINGTiffany Clement

The meeting was adjourned at 1:29 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 APRIL 4, 2019