



SMP MARKETING COMMITTEE MEETING AGENDA

Thursday, April 16, 2020, at 3 pm

Teleconferance

By Video: <https://zoom.us/j/3944921744>

By Phone: +1 669 900 9128 US (Meeting ID: 394 492 1744)

CALL MEETING TO ORDER..... Tiffany Clement

PUBLIC COMMENTS/INTRODUCTIONS..... Tiffany Clement

APPROVAL COMMITTEE MEMBER ACTIONS Tiffany Clement

APPROVAL/ACTION ITEMS Tiffany Clement

- ***ACTION / APPROVE: February 18, 2020, Marketing Committee Minutes***
- ***ACTION / APPROVE: Provide direction to staff regarding restrictions on how District Support funds can be allocated.***

MARKETINGJulie DePrada

- 1st Quarter Recap (Full Presentation will be sent via Email and available on the SMP Website)
- Current Social Media Contesting
- Marketing Tools Available for SMP Businesses
- Brews in the Burbs (Options)
- MasterPieces in the MarketPlace (Update)
- Marketing Budget
- Website/Newsletter/FB Business Group Updates
- PBID Renewel Update

MARKETING CHAIR REPORT..... Tiffany Clement

EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter

- COVID Update

ADJOURN MEETING..... Tiffany Clement

THE NEXT MEETING JUNE 18, 2020, 3PM

BROWN ACT

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Julie DePrada-Schott at (530) 917-0954 at least 24 hours prior to the meeting.

NOTICE TO PUBLIC

You are welcomed and encouraged to participate in this meeting. Public comment is taken (three minutes' maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.