



SMP MARKETING COMMITTEE MEETING MINUTES

Tuesday, February 18, 2020, at Noon

Sunrise MarketPlace Office
5912 Sunrise Mall, Citrus Heights, CA 95610
Sunrise Mall (Next to United Artist Theater)

Committee Members

Present: Tiffany Clement (Chair), Michele Saario, Travis Kimball, Connie Hall

Absent: Crickett Luna

Guests: Natalie Worstein, Nick Bakkie

Staff: Kathilynn Carpenter, Julie DePrada, Mikhaila Freas

CALL MEETING TO ORDER..... Tiffany Clement
Tiffany Clement called the meeting to order at 12:06 PM.

PUBLIC COMMENTS/INTRODUCTIONS..... Tiffany Clement
None

APPROVAL COMMITTEE MEMBER ACTIONS Tiffany Clement

ACCEPT: Travis Kimball's Resignation from the Marketing Committee

A motion was M/S/C (Travis Kimball/Michele Saario) to suspend the removal of Travis Kimball's resignation from the Marketing Committee until the Marketing Chair Report.

ACTION/APPROVE: Add Courtney Hardy-Wagner (Quick Quack Area Marketing Leader) and Natalie Worstein (Sunrise Mall) as a voting member of the Marketing Committee

A motion was M/S/C (Travis Kimball/Tiffany Clement) to approve to add Courtney Hardy-Wagner and Natalie Worstein as voting members of the Marketing Committee.

APPROVAL/ACTION ITEMS Tiffany Clement

ACTION / APPROVE: April 4, 2019, Marketing Committee Minutes

A motion was M/S/C (Michele Saario/Travis Kimball) to approve April 4, 2019, Marketing Committee Minutes, with changes correcting the spelling of Michele's name.

ACTION/APPROVE: Change the date and time of by-monthly meetings.

A motion was M/S/C (Travis Kimball/Tiffany Clement) to approve the change of Marketing Committee meeting dates and times, changing it to the 3rd Thursday at 3 pm: April 16th, 2020, June 18th, 2020, August 20th, 2020, and October 15th, 2020.

MARKETINGJulie DePrada

- **4th Quarter Recap**
 - See the attached PowerPoint Presentation for information.

- After having a couple of events canceled or postponed due to rain, the Marketing Committee decided to have a contingency plan for future sponsorship funds when events get canceled. Each event will be a case by case basis, but ultimately if there is a cancellation, sponsors should be made aware of how much of their sponsorship monies were spent and how it was spent. SMP will create standard language that will state sponsorship expectations in case of cancellation that will be included in the response for sponsorships.
- SMP will continue to provide the Marketing Committee with event recaps and evaluate future sponsorships based on the outcome of each event, whether it is an SMP event or an event that SMP sponsors.
- **Upcoming Special Events, Promotions, and Sponsorships**
 - **District Events**
 - **Farmers Markets:**-SMP will be participating in 3 Farmers Markets (Spring Has Sprung, Summer Kick-Off, & Tomato Taste Off) located in the Sunrise Mall parking lot. We will have our SMP booth, bounce houses, and other activities to help sponsor the event.
 - **Brews in the Burbs:** SMP will be hosting our 2nd Annual Brews in the Burbs on June 13th 4 pm-8 pm, located in the Sunrise Mall parking lot. We will be hosting breweries, distilleries, wineries, along with restaurants in our VIP section. We will be reaching out to our SMP business for vendor sponsorships as well.
 - **Community Events**
 - Citrus Heights Chamber Installation Dinner, March 19th at the Community Center at 5:30 pm.
 - Taste of Citrus Heights, April 24th at the Community Center at 6 pm.
- **MasterPieces in the MarketPlace**
 - The transformer wrap project is currently in progress Sunrise Village's four transformers are completed. Marketplace at Birdcage is scheduled to be wrapped next. ARC is swiftly moving through them with weather permitting. SMP is planning a MasterPieces in the MarketPlace kick-off in April.
- **Holiday Décor**
 - SMP has added a line item in our budget to add more lighting on poles along with banner enhancers for the 2020 holiday season.
- **Marketing Budget**
 - There was no quorum at the Board Meeting; therefore, a budget was not approved.
 - We have increased event budget by \$40,000: participating in an event every quarter, district sponsorships, along with a bump up in Brews in the Brews budget.
- **Website Updates and Chat Bot**
 - We are researching the pros and cons of adding a chatbot to our website to help with communication with our followers when we are not available right away.
- **PBID Renewal Update**
 - Kathilynn passed around Civitas timeline, more explanation during Executive Director Report.

MARKETING CHAIR REPORT..... Tiffany Clement

ACCEPT: Travis Kimball's Resignation from the Marketing Committee

A motion was M/S/C (Michelle Sarrio/Tiffany Clement) to accept Travis Kimball's Resignation from the

EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter

The Board has decided to take the apartments out of the assessment, resulting in a reduced budget. There was concern by the board that, including the apartments would have the potential for our security to spend most of their time taking care of issues in those apartments rather than with our businesses. The money for the new police contract, approximately \$175,000 annually, will come out of the Marketing budget. The contract will go before the Council for approval on April 23. The board will be considering a slightly higher assessment rate to help cover these costs.

ADJOURN MEETING..... Tiffany Clement

The meeting is adjourned at 1:59 pm

Respectfully submitted by,

Mikhaila Freas

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

Tiffany Clement, Chair

THE NEXT MEETING IS SCHEDULED FOR APRIL 16, 2020