



**SMP MARKETING COMMITTEE MEETING AGENDA**

**Thursday, August 20, 2020, at 3 pm**

Teleconference

By Video: <https://us02web.zoom.us/j/3944921744>

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

**Passcode: 95610**

**Committee Members**

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

**Absent:** Crickett Luna, Natalie Worstein, Courtney Hardy-Wagner – **Maternity Leave (Not counting against quorum)**

**Guests:** Clint Hostetler, Nick Bakkie

**Staff:** Kathilynn Carpenter, Julie DePrada-Schott, Mikhaila Freas

**CALL MEETING TO ORDER .....Tiffany Clement**

Tiffany Clement called the meeting to order at 3:05 pm.

**PUBLIC COMMENTS/INTRODUCTIONS .....Tiffany Clement**

**APPROVAL COMMITTEE MEMBER ACTIONS .....Tiffany Clement**

None

**APPROVAL/ACTION ITEMS .....Tiffany Clement**

- **ACTION / APPROVE: May 13, 2020, Marketing Committee Minutes**  
A motion was M/S/C (Michele Saario/ Connie Hall) to approve April 16, 2020, Marketing Committee Minutes.

**MARKETING ..... Julie DePrada**

**June/July Marketing Report:** For our June Social Media, our total audience was 13,072 with Facebook and Instagram combined, with 6,906 total engagements across all channels. Along with contesting and Father’s Day, June was focused on news, resources, and essential business features. During June, we did gift card giveaways, a total of \$300 for Facebook, and \$300 for Instagram. Our Father’s Day Contest helped drive more traffic to the SMP Website and increased engagement on Facebook. During this contest, we gave away 4 Dad Box’s: BBQ Dad, Backyard Games Dad, Tool Dad, and Gamer Dad.

July Social Media Overview has a total audience of 13,128 and 2,427 total combined engagements across all channels. Our Facebook engagement went up due to Carpool Cinemas. Our best post was asking the community what movies they wanted to see during our Carpool Cinemas. In addition to the “Show Us Your Mask” contest, we continued to focus on informative updates and promotions for open businesses in the District. Our Show Us Your Mask contest allowed our followers to post photos of their creative masks. This contest increased engagement of Facebook with a total engagement of 1,392.

**Website Updates:** For June and July, our Users and Pageviews went down since May. There was a significant bump up in June for the Father’s Day Contest. Right now, Angry Bird Hot Chicken restaurant is still in our Top 10 searches. The launch of Carpool Cinema increased website traffic with 407 pageviews between the landing page and the Sonic event page.

**Carpool Cinemas Updates:** We had our first showing, which went well with no complaints. People were excited and engaged on social media. The first showing was Sonic the Hedgehog, and it sold out in 24 hours with no advertising. Our second showing for Harry and the Henderson's- which our followers picked- sold out in 13 hours. We learned a lot from our first movie; we have rearranged the setup, so our viewers have a better experience. Harry and the Henderson's was supposed to play on August 15, but due to the heat and air quality, we have postponed it to August 28. We will have back-to-back movies that weekend, with Raiders and the Lost Ark playing on August 29.

**COVID-19 Marketing Update:** In June and July, SMP has sent out 8 Business Newsletters. We are still getting requests for Marketing Collateral such as lawn signs, distance stickers, and "Open" banners. To date, SMP has provided: 11 businesses with Open For Business Banners, 5 businesses with Open for Business A-Frame sign with custom inserts, 21 Open for Business Yard Signs were produced, 98 Social Distancing floor decals, 67 CHPD Monitoring Posters, and 1,130 facemasks have been distributed.

**Chat Bot update:** In July, SMP created a ChatBot feature for the website to help automate customer support and save employee resources for qualitative tasks. Since then, we have noticed a lot more merchandise related questions rather than store information questions. Since we do not sell merchandise, we are working with the ChatBot team to redesign the information to answer consumer questions effectively. Our webpage will have a more detailed slider, so our consumers have a better understanding of who we are.

**Holiday Events:** We are looking for thoughts on how the SMP Holiday Events should look like we are still in the middle of a pandemic. SMP has kept some money aside in the budget for Magical Moments, and there are still some things we could do, such as the Laser Light Show- being seen from their car. We have also thought about doing a Holiday themed Carpool Cinema or exploring a drive-thru light experience, like what Cal Expo does, but consumers stay in their vehicles.

**City Holiday Updates:** The city is talking about doing a Virtual Tree Lighting. We are doing a flash vote out to the community to see what they would like to see. There is no plan for an in-person tree lighting this year. The city is thinking about doing a lot of Virtual ideas, but we are waiting for the flash-vote results to see what the community is looking for.

**MarketPlace At Birdcage Holiday Updates:** Exploring putting on a Drive-Thru event. More details to come in the future.

**Holiday Décor:** Right now, we are holding a \$50,000 deposit for Holiday Décor. Last year we bought 60 pieces of Holiday Décor, and this year we added 26 pigtailed light poles with the intention of buying 26 additional pieces of light pole décor. We need to figure out if we want to use the money for décor or a Holiday experience- such as an art light show. SMP will research this and present it at the September meeting.

**MARKETING CHAIR REPORT.....Tiffany Clement**

**EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter**

**Update CHPD Patrol Update:** CHPD Report was sent out, make sure to get Jeff's information out to tenants. Jeff has done a great job of taking care of abandoned buildings, working with the homeless, and covering up graffiti in the District.

**PBID Renewal:** We are currently in a holding period while waiting for the city. We are still waiting to get the Management District Plan back before SMP can move forward.

**ADJOURN MEETING .....Tiffany Clement**

The meeting is adjourned at 3:49 pm.

**THE NEXT MEETING TBD**

### **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.