



SMP MARKETING COMMITTEE MEETING AGENDA

Thursday, February 18, 2021, at 2 pm

Teleconference

By Video: <https://us02web.zoom.us/j/39444921744>

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

Passcode: 95610

CALL MEETING TO ORDER..... Tiffany Clement

PUBLIC COMMENTS/INTRODUCTIONS..... Tiffany Clement

APPROVAL COMMITTEE MEMBER ACTIONS Tiffany Clement

APPROVAL/ACTION ITEMS Tiffany Clement

- ***ACTION / APPROVE: November 5, 2020, Marketing Committee Minutes***

MARKETING.....Julie DePrada

- **2020 Recap Marketing Report**
- **January 2021 Recap**
- **Discount Reimbursement Program Update**
- **Security Updates**

MARKETING CHAIR REPORT..... Tiffany Clement

EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter

- **BID Renewal Updates**

ADJOURN MEETING..... Tiffany Clement

THE NEXT MEETING THURSDAY, April 15, 2021

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.