



SMP MARKETING COMMITTEE MEETING MINUTES

Thursday, November 5, 2020, at 1 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), Natalie Worstein, Michele Saario, Connie Hall

Absent: Kim Kelley, Courtney Wagner

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

Guest: Sara Espinoza -Creative Marketing, Nick Bakkie- Hosbakkie Designs

CALL MEETING TO ORDER..... Tiffany Clement

Tiffany Clement called the meeting to order at 1:05 pm.

PUBLIC COMMENTS/INTRODUCTIONS..... Tiffany Clement

None

APPROVAL COMMITTEE MEMBER ACTIONS Tiffany Clement

APPROVAL/ACTION ITEMS Tiffany Clement

- ACTION / APPROVE: August 20, 2020, Marketing Committee Minutes**

A motion was M/S/C (Connie Hall/Michele Saario) to approve the August 20, 2020, Marketing Committee Minutes.

MARKETING.....Julie DePrada

3rd Quarter Marketing Report:

HIGHLIGHTS

July: Facebook growth or loss: Reach was up, and engagements were up significantly over the last. Increases were a direct result of successful advertising campaigns promoting the New Norm and Restaurant Gift Card Contesting.

Instagram growth or loss: Audience saw gradual growth this period, reach, and engagement was down last month due to gift card giveaways from the previous months contributing to greater reach and increased engagement.

Year over Year

Facebook: 2019 Audience 11,544 (2020 is up 5.4%) 2019 Engagement 1,007 (2020 is up 20.1%)

Instagram: 2019 Audience 430 (2020 is up 54.7%) 2019 Engagement 158 (2020 is down 13.9%)

August: Facebook Audience saw gradual growth. Reach, and engagements were up this period. This was partly due to the successful Carpool Cinema event as well as the increase in the number of posts published.

Instagram Audience continues to see gradual growth. Without our normal Back to School and Win the Window contesting for August, our engagement and likes took a sharp decline.

Year over Year

Facebook: 2019 Audience 11,542 (2020 is up 5.7%) 2019 Engagement 733 (2020 is up 37.4%)

Instagram: 2019 Audience 445 (2020 is up 50.8%) 2019 Engagement 602 (2020 is down 84.6%)

September: Facebook We started the month off with two dining contests, which gave our engagement a boost; however, the rest of the month was fall décor and business reopening, which consumers were not engaging with. We did gain ten new followers to our page. As we have seen in the past, contest still bring the higher engagement numbers.

Instagram A decline in posts effected our engagement, as did the lack of contesting for the month of September. We are still seeing a gradual growth in Followers with 6 new followers for September.

Year over Year

Facebook: 2019 Audience 11,551 (2020 is up 5.7%) 2019 Engagement 661 (2020 is up 13.6%)

Instagram: 2019 Audience 450 (2020 is up 50.4%) 2019 Engagement 69 (2020 is down 20.3%)

CONTESTS

SMP did not shy away from COVID-19 and how it is affecting our consumers and it paid off. We saw significant growth in both reach and engagement for July with our Show Us Your Mask contest.

WEBSITE TRAFFIC:

July: Both Users and Pageviews were down again in July (3,511 users and 5,540 pageviews in June). Users were idle across the month with a small bump from the announcement of Carpool Cinema, which launched with its own landing page. With no website contest running in July, the homepage took back the top spot with solid traffic once again this month and increasing its views over last month (380 pageviews in June). The launch of Carpool Cinema instantly shot up the ranks on the website combining for 407 pageviews between the landing page and the Sonic event page. Chatbot went Live in July.

August: Slight decrease in Users (2,696 users in July), but a slight increase in Pageviews (4,449 pageviews in July) this month. Users were fairly stagnated across the month with a small bump on the 28th and 29th from the Carpool Cinema events. With no website contest running in July the homepage stayed in the top spot with solid traffic once again this month but slightly decreasing its views from last month (487 pageviews in July). The ongoing Carpool Cinema improved its ranks on the website combining for 583 pageviews between the landing page and two event detail pages. The Angry Bird once again comes in consistently in the top ten with the tenth time in the last eleven months.

September: Users were slightly up in September (2,455 users in August), but pageviews were down (4,532 pageviews in August). Users were fairly stagnated across the month again with a few small bumps. Most notable is on the 25th and 26th from the Carpool Cinema events pages. With no website contest running in August, the homepage stayed in the top spot with solid traffic once again this month but slightly decreasing its views from last month (466 pageviews in August). The ongoing Carpool Cinema remained high in the ranks on the website combining 525 pageviews between the landing page and two event detail pages. The Angry Bird once again comes inconsistently in the top ten as well as Hobby Lobby for two months in a row. Also, newcomer CVS (inside Target) comes in at 7th, most likely attributed to COVID and testing sites.

CHATBOT

Consumers use the bot to ask for very specific products. (Do you have any "blank" in stock?) To make the AI more intuitive, we would have to devote a significant amount of money and staff time. We feel that both time and money can be used elsewhere to help achieve the results we would like. We are recommending discontinuing the chatbot and putting our resources towards other SEO avenues, and adding features to our website that will be more intuitive for our consumers.

- **COVID-19 Survey - Micro-Grant Program:** We are going after a TOT grant to help fund Micro Grants for the District. The application needs specific data for them to see who and how COVID has impacted. Staff will be contacting businesses next week to see what they need from us. Opening November 7 and will be awarding the money in March 2021.
- **MicroGrants:** SMP Staff is looking to secure and distribute \$500-\$2500 grants for the small businesses in our District. We don't want to be too strict, but we also don't want to help larger companies such as Target, Walmart, etc. We just want to try and help those that we can. We have

had a handful of closures within our districts.

- Another concept we would like to explore is a bounce-back program with some of our smaller businesses. Ex. If Armenian Grill wanted to offer their customers 10% off their bill, SMP would cover that 10%. This would allow businesses to get more people in without taking a hit directly to their business funds.
- **Security Updates: *see report***

Holiday Events:

MarketPlace at Birdcage:

MAB Holiday Drive Through Event: December 12, 2020 Time: 11 am-7 pm

MAB Blood Drive: December 23, 2020 Time: 5pm-8pm

SMP Holiday Food Drive: November 21, 2020, 11 am – 2 pm (All grocery stores in the District will be promoted for consumers to purchase donations from)

Sunrise Mall:

Coloring Contest: November 16, 2020 – December 21, 2020

Citrus Heights Police Dept. Holiday Referral Program: November 23, 2020 – December 15, 2020

Santa at Sunrise Mall: December 3, 2020 – December 24, 2020

Citrus Heights Chamber:

Texas Roadhouse Fundraiser: November 24, 2020

InterCal:

Tentative: December 5th, 2020 Time: 5pm-7pm

City of Citrus Heights

Tentative: Virtual Tree Lighting (pre-recorded). Santa lighting the tree. Meeting again next week for a specific date. Will be a heavy social media campaign, highlighted on CH social media platforms and YouTube.

- **Holiday Contests:**

Sunrise MarketPlace Holiday Online Contests:

Holiday Shopping Spree: November 18, 2020 – December 16, 2020

Avent Calendar Comment Contest: December 1, 2020 – December 21, 2020

Holiday Picture Contest: November 23, 2020 – December 21, 2020

InterCal Holiday Online Contests:

“Santa Bucks”- November 27- January 15: similar to their bounce back program that started over the summer and ended in October.

- **Holiday Décor:**

City: No décor other than the Tree.

Sunrise Village: Checking on budget to see if it will be cost effective to put up wreaths.

Marketplace at Birdcage: No décor in the center.

MARKETING CHAIR REPORT..... Tiffany Clement

None

EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter

- Year-end forecast/Draft 2021 budget
*** SEE REPORT***

ADJOURN MEETING **Tiffany Clement**

The meeting is adjourned at 2:42 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.