



**SMP MARKETING COMMITTEE MEETING AGENDA**

**Tuesday, November 23, 2021, at 11:30 AM**

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**

- **Staff update- Introduce Lisa Cordell**

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

- ***ACTION / APPROVE: April 15, 2021 & August 26 Marketing Committee Minutes***

**SMP COWORKING PROJECT ..... Kathilynn Carpenter**

**MARKETING ..... Kathilynn Carpenter & Mikhaila Freas**

- **3<sup>rd</sup> Quarter & October Recap- Distributed**
- **Holiday Headquarters Events & Contests**
  - **Holiday Shopping Spree Contest (11/15- 12/10)**
  - **Color & Win Contest**
  - **Advent Calendar Gift Card Giveaway (12/1- 12/21) – Instagram**
  - **12/1: City Tree Lighting and Tree Sponsorship- City Hall**
  - **12/4: Dashing Thru the Snow (Kidtopia Sponsorship) -Citrus Town Center**
  - **12/11: Holiday Food Drive with KHTS – MarketPlace at Birdcage**
  - **12/18: Farmers Market Winter Holiday Bazaar- Sunrise Mall**
  - **Holiday Décor and Palm Tree Lights**

- **Holiday Advertising**
  - **KYMX Christmas Music Sponsorship**
  - **SacBee Digital and Entertainment Newsletter Sponsorship**
  - **KHTS Food Drive advertising and Remote on site**
  - **Style Magazine – Holiday Supplement**
  - **CH Sentinel and CH Messenger digital ads**

**2022 DIRECTION ..... Kathilynn Carpenter**

- **Two Signature events: Brews in the Burbs (Spring/Summer) & Dio De Los Muertos (October)**
- **Phase Two MasterPieces in the MarketPlace OR Mural Execution**
- **SMP SHINE Light Festival or Magical Moments – November/December**

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

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

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

**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.