



SMP MARKETING COMMITTEE MEETING MINUTES

Thursday, April 15, 2021, at 2 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, Terri Henry, Kim Kelley, Courtney Wagner, Natalie Worstein
Staff: Kathilynn Carpenter, Julie DePrada-Schott, Mikhaila Freas

CALL MEETING TO ORDER..... Tiffany Clement

Tiffany Clement called the meeting to order at 2:01 pm.

PUBLIC COMMENTS/INTRODUCTIONS..... Tiffany Clement

None.

APPROVAL COMMITTEE MEMBER ACTIONS Tiffany Clement

APPROVAL/ACTION ITEMS Tiffany Clement

ACTION / APPROVE: February 18, 2021, Marketing Committee Minutes

A motion was M/S/C (Michele Saario/Courtney Wagner) to approve February 18, 2021, Marketing Committee Minutes.

MARKETING.....Julie DePrada

1st Quarter Recap

- New Year, New Stuff: SMP Staff started the year off with a New Year, New Stuff contest campaign, which helped drive traffic to the District after the holiday season. The contest was 21 days of giveaways, one gift card giveaway a day. SMP gave away \$1,025 in gift cards. The contest increased engagement and comments on Facebook. The contest produced 1,893 comments on Facebook and 593 Website page views.
Valentine's Day Campaign: SMP staff did a large gift card giveaway in honor of Valentine's Day. One lucky winner received \$400 in gift cards, which included: \$100 to Kay's Jewelers, \$100 to Macy's, \$50 to BevMo, \$50 to See's Candies, and \$100 to a restaurant of their choice. The contest helped drive traffic to the SMP Website. The contest produced 1,904 website views, 299 new email sign-ups, and 1,187 contest entries.
Easter Contest: We had two Easter contests running at the same time. We had the Easter Contest, which was done via our Website to help drive more traffic to the Website. A total of 3 Easter Gift card packets (\$110 each) were awarded. We had 2,397 views, 694 new email sign-ups, 1,664 contest entries. For our Easter Coloring contest, we teamed up with the Sunrise Mall and had Easter bunny coloring pages available online on our Website and the Sunrise Mall's Website. Participants are also able to pick up physical copies at the Sunrise

Mall office. The contest ran from March 1, 2021, to March 29, 2021. Two winners were announced each Monday for a \$50 gift card to a predetermined store in the Sunrise Mall. The contest produced 92 entries, Facebook Reach of 4,750, 415 engagements, and 4,222 impressions.

- **Business Spotlight:** SMP Staff also started the Business Spotlight campaign to increase awareness of businesses in the District, along with increasing engagement and likes on our social media. For 52 weeks, SMP will host a live Facebook video post for businesses throughout the District every week. Each video will promote the business and include a comment contest for a \$25 card. Simultaneously there is a week-long comment contest on Instagram for a \$50 gift card. As of today, the contest has highlighted: Armenian Grill House, Once Upon A Child, Boston's Pizza, Dos Coyotes, Perko's, Off Broadway Shoes, California Fish Grill, WingStop, El Tapatio, Black Bear Diner, Barnes & Noble, India Oven, Buffalo Wild Wings, Quick Quack. This contest has produced 1,300 comments and has reached 12,843 people. This contesting has continued to boost our engagement on Facebook and significantly boost our Instagram followers.
- **Discount Reimbursement Program:** We have six businesses participating: Armenian Grill House, Permanent Cosmetic Clinic, Mizuki Sushi, Dos Coyotes, Bella U Studio, and Glamor Lash & Brow. Two of those have completed and will receive their reimbursement. We are continuing this program and encourage more businesses to participate.
- **PBID Renewal & Annual Report:** Annual report is done and has gone out. Everyone should be getting a copy in the next day or two, but it has been sent out via email as well. Direct mailers have also been sent out to businesses and property owners.
- **Website Updates:**
 - January: We had 3,389 users, 3,827 sessions, and 6,860 pageviews.
 - February: We had 2,264 users, 2,605 sessions, and 3,799 pageviews.
 - March: We had 4,775 users, 5,665 sessions, and 8,819 pageviews.
- **2nd Quarter Promotions Update**
 - **Spring Glow Up Giveaway:** Starting April 1: Sunrise MarketPlace will give away a Health and Beauty prize every weekday on Facebook. The contest runs from 4/1/2021 – 4/30/2021, with a new comment contest post every weekday at 9 am. Consumers will have 24 hours to comment (enter) on that day's post. The winner will be announced the next day at noon. Gift Cards or Gift certificates will be \$25 a day. The objective is to promote our hardest hit business (Health & Beauty) and drive traffic to those businesses, along with increasing our Facebook engagement.
 - **Mother's Day Contest:** Starting April 12 to May 4, participants can sign up on our Website to enter to win 1 Mother's Day Gift Card Package. The package will feature gift cards from businesses in the District: Kenny G Jewelers, Target, Barnes & Noble, Ulta, and their choice of restaurant. The package will total to \$500 in gift cards. The objective is to promote businesses in the District, drive traffic to the District, increase time spent on the Website, and collect new emails for our Newsletter.
 - **Mother's Day Extra:** SMP will post a LIVE FB Video comment contest on April 26 for a \$100 giveaway to Kenny G's. We will also start an Instagram comment contest on April 26 for two- \$100 GC winners awarded May 4. The objective is to promote

Kenny G Jewelers as an option for Mother's Day gifts, along with increasing comments and reactions on our Instagram.

- **Cinco De Mayo:** SMP will post a comment contest on April 19 to promote our Hispanic restaurants and stores: El Tapatio, Dos Coyotes, La Fiesta, Valencia's, Tres Hermanos, and Chipotle. The contest runs from 4/19/2021 – 5/5/2021. Potentially six winners will be announced on May 5 (depending on gift card availability.) The objective is to promote and drive traffic to these businesses and increase comments/reactions on Instagram.
- **Father's Day:** Starting May 17 to June 15, participants can sign up on our Website to enter to win a Father's Day gift card package. The package will feature gift cards from Lowes, Harbor Freight, BevMo, Big 5, and a burger restaurant of their choice. The gift card package will total to be \$500. The objective is to promote and drive traffic to these businesses, along with increasing time spent on our Website and collect new emails for our Newsletter.
- **District/Community Event Updates:** SMP will be sponsoring two events this year.
 - **Chamber Of Commerce:** Journey Revisited concert. The concert will be held at the Sunrise Mall on May 22nd, 4-7 pm
 - **St. Mark's Church:** Food Truck Drive Thru-Movie night. They take place on the last Friday of every month. We want to take the opportunity to pass out one-sheets filled with info about our District's restaurants.

SMP is also looking into doing events this year, such as another Carpool Cinema. We need to get through Renewal first. We are looking into hosting it at the Sunrise Mall this time while Sunrise Village will be under construction.

Terry: We have SacTown pop-ups, every weekend in May outside Men's Warehouse. We also have the blood drive next weekend (April 23 & April 24).

Kim: In the middle of discussing options with InterCal about a couple different programs for the upcoming months. Will send over the information after it is finalized.

- **Security Updates: *Full report was sent out via email***
 - Crime is down 27% compared to last year.
 - Information for our security app has gone to Apple, we are just waiting for them to get that completed.

MARKETING CHAIR REPORT..... Tiffany Clement

No major reports, but wants to ask about where we are with in-person events. Right now we are looking at June for more things to be open.

If we renew, then we will start to plan Magical Moments 2021 and Brews in the Burbs 2022.

EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter

- **BID Renewal Updates:** Right now we are a little over \$353,000 received petitions. The threshold is \$432,000. We are about 75% there, but the rest is going to be hard to get. There are not any other likely paths without Namdar. We are struggling with our big-box stores: Sears, Lowes, Target, Rite-Aid. Right now we are 50/50 with Renewal, with our deadline is April 29 with a possible extension. We are getting a lot of small business owners who are struggling, supporting the BID while the bigger ones are not.
- **TOT Grant:** We did received a \$20,000 Grant from the County on the TOT program. We applied to use it to continue to do our COVID relief. This will help us extend our budget.

- **New Business Coming:** Folsom Palace is going into the old Pizza Rev, Popeyes is going into the old Burger King, and Burger King is moving into the old KFC/A&W.
- **Citrus Heights HART:** on the week of April 26 we are launching a "Shots & Showers" campaign. We are offering COVID vaccines, showers and a meal. We are monitoring the J&J Vaccines, but it is hard to get the homeless community to commit to two shots.

ADJOURN MEETING **Tiffany Clement**

Tiffany Clement adjourned the meeting at 2:30pm

THE NEXT MEETING THURSDAY, June 17, 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.