



SMP MARKETING COMMITTEE MEETING MINUTES

Thursday, August 26, 2021, at 2PM

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

Absent: Courtney Wagner, Kim Kelley, Michele Saario, Terri Henry

Guests: Clint Hostetler, Nick Bakkie

Staff: Kathilynn Carpenter, Mikhaila Freas

CALL MEETING TO ORDER..... Tiffany Clement

Tiffany Clement called the meeting to order at 2:05 pm. There is no quorum.

PUBLIC COMMENTS/INTRODUCTIONS Tiffany Clement

None.

APPROVAL COMMITTEE MEMBER ACTIONS Tiffany Clement

- **Staff update:** Julie has resigned to come the Executive Director of the Carmichael Chamber. Spoke with our HR Consultant to see how to go about the hiring process and how to frame our job description. She thinks we can expect the process to take 2-3 months.

APPROVAL/ACTION ITEMS Tiffany Clement

- **ACTION / APPROVE: April 15, 2021, Marketing Committee Minutes**
 - Continue the Action/Approval items as no quorum present.

PBID RENEWALKathilynn Carpenter

The PBID was officially renewed at the Aug 12th council meeting. 96% of the ballots, representing \$440,000 votes YES. Only four not ballots representing \$14,000 were received. We had a great response, but we do plan on reaching out to those who opposed to make sure we can see fi there are ways we can assist them. There is a 30-day review for owners to file any illegal complaints.

MARKETING Kathilynn Carpenter & Mikhaila Freas

- **2nd Quarter and July Recap- Distributed**
- **Upcoming Events and Promotions**
 - **Farmers Markets Events:** SMP Staff will be participating in four Farmer’s Market events: September 11th: Tomato Taste Off, October 23rd: Halloween/Trunk or Treat, November 6th: Harvest Fest, and December 18th: Winter Holiday. We will be enhancing these events with our booth, prizes, and inflatables.
 - **Halloween Events**
 - **Farmers Market- October 23:** SMP and Sunrise Mall plan to team up for a Trunk or Treat with a local car club. We will have the car club dressed up with their area’s decked out for Halloween.

- **CHPD PALS Halloween event at Fountain Square- October 28:** Last year we sponsored this event by letting them borrow our inflatables. We will do the same this year and provide candy.
 - **Spooky Street at Citrus Town Center- October 29:** CTC had this event last year, but this year it will be a walk thru instead of a drive thru. They also collect loose change and donate it to Citrus Heights HART. SMP is sponsoring this event, which is part of CTC's KIDTOPIA series.
 - **Job Fair- Tuesday, October 5, 2021, at Sunrise Mall:** We have teamed up with the Chamber of Commerce, the City of Citrus Heights, and the Sunrise Mall for a Job Fair. The Chamber is the lead on the event, Clint and Nick are working on the collateral. We will have flyers out today and Officer Jeff will pass them out to businesses during his rounds. SMP is paying for tables for our businesses.
 - **Wide Open Walls – at Marketplace at Birdcage- Fall 2021:** Marketplace at Birdcage will participate in a Wide Open Walls mural on the side of the old Stein Mart building.
 - **Wide Open Walls- larger execution – Spring/Summer 2022:** We are exploring a broader execution of Wide Open Walls with the City.
 - **Magical Moments and Holiday Décor:** Mikhaila and KC have been working on our Magical Moments. We are planning the Nutcracker, inside the Sunrise Mall. Lowes has approved for Laser Light Show. Kim also has a Holiday event at Citrus Town Center.
 - **Tiffany:** Considering there will more than likely be the indoor restrictions, and with Sunrise Village under construction, is there still issues with doing outdoor movies at the Mall?
 - **Natalie:** We don't have the theater conflict anymore. We would love to do movies for Halloween- Friday Fright Night. We have the space to use, we could use the parking lot or the Theater.
 - **KC:** We had our guy look at the Theater, but it would be very expensive. We can look at pulling something together for Halloween, but not sure if we have the bandwidth. If we don't do the Nutcracker, we could look into doing movies for the Holidays instead.
 - **Natalie:** What are the options for doing the Nutcracker outside?
 - **KC:** I don't think they would, the dance company is mostly kids.
 - **Tiffany:** For this year, if we don't think we can do the Nutcracker, what do we think about doing the Holiday movies at the Mall?
 - **Kc:** Yes, I think we can do that. Do we know if Santa is coming to the Mall yet?
 - **Natalie:** We are waiting to hear, but we are hoping.
- Other Events?
 - **Tiffany:** I would like to do a Grand Opening event for JoAnn's: open in February/March 2022.

TOT GRANT SUPPORTKathilynn Carpenter

We have been moving forward with allocating TOT Grant funds. A reminder, if you need anything for your business, please contact us. We are using this money for Covid support such as new umbrellas (Beach Hut Deli), fencing (Inferno Chicken), and others.

MARKETING CHAIR REPORT..... Tiffany Clement

N/A

EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter

We are sending out a brief newsletter about renewal. With that there will be a security survey to see what your businesses need. We are working on Jeff’s contract, along with adding a reserve with him. We are also looking to hire private security for Jeff’s off days (Saturday-Monday). We want to know what issues the businesses are seeing and what time-frame they are seeing activity.

ADJOURN MEETING..... Tiffany Clement

The meeting was adjourned by Tiffany at 2:43 pm.

THE NEXT MEETING IS SCHEDULED FOR OCTOBER 21st AT 2PM

