



SMP MARKETING COMMITTEE MEETING MINUTES

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

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), Kim Kelley, Michele Saario, Natalie Worstein

Absent: Terri Henry, Courtney Wagner

Staff: Kathilynn Carpenter, Lisa Cordell, Mikhaila Freas

Guest: Nick Bakkie

CALL MEETING TO ORDER Tiffany Clement

Tiffany Clement called the meeting to order at 11:42am.

PUBLIC COMMENTS/INTRODUCTIONS..... Tiffany Clement

None.

APPROVAL COMMITTEE MEMBER ACTIONS Tiffany Clement

- **Staff update- Introduce Lisa Cordell**

Lisa Cordell started on November 15th. She has jumped in with staff during our busiest season. We are very excited to have her, she has 15 years of PBID experience. She was recently the Executive Director at the Downtown Lincoln Association, and before that the Executive Director of Stockton Blvd Partnership, and Project Manager at Oak Park.

APPROVAL/ACTION ITEMS Tiffany Clement

- ***ACTION / APPROVE: April 15, 2021 & August 26 Marketing Committee Minutes***
A motion was M/S/C (Kim Kelley/Michelle Saario) to approve April 15th and August 26th Marketing Committee Minutes.

- **SMP COWORKING PROJECT Kathilynn Carpenter**

SMP Staff has decided to not move forward with Coworking Project. The main reason is our short, 3year term that the City has made us take. Not having 10 years to amortize out the costs is not feasible. Also, in 18 months (Mid-2023) we will be in PBID renewal again. We have very little time to generate accomplishments to show owners. While I think this is a great project, I'm not sure all owners would see it as the highest and best use of their assessment. It's entirely possible we won't renew. It's going to be very difficult now going back to all these owners again so soon.

Tiffany: I agree with why you do not want to move forward with the project. We do need to focus on what we do for the property owners- especially during times like now with COVID. Focusing on security, marketing, and events. Getting back to basics and focusing on what the Property Owners need, so that Renewal is not as hard again.

Natalie: It was a great idea for the project, it would work if we had a longer term. With everything I have on my plate with the Mall, I worry with how much time we would have for this project and make it through Renewal again. I would like to see more push for marketing to promote what the PBID has done.

MARKETING..... Kathilynn Carpenter & Mikhaila Freas

- **3rd Quarter & October Recap- Distributed**

In October we held more focus on the events happening in the District. This Quarter we tried something new by creating a Halloween Headquarters landing page on our website. The site housed all the events happening in the district (Spooky Street, Sunrise Harvest Festival, Carnival, CHPD Pals Trunk or Treat) along with our contesting and Halloween Shopping in the District. Contesting included a Costume and Décor contest and a Halloween Coloring Contest.

We also teamed up with the Citrus Heights Chamber, City of Citrus Heights, and Sunrise Mall for a Job Fair. Sunrise MarketPlace paid for our District's business registration fees. We had a total of 38 businesses and out of that, 15 were SMP businesses. We had a great turnout for employees. We had 68 registered, but more showed up. Many businesses were holding on the spot interviews as well.

4th Quarter Preview:

November contesting included a Turkey Fryer giveaway along with our Turkey Coloring Contest. In November we also began our Holiday Kick Off adds which began to highlight Holiday events in the District and upcoming contests.

Staff was looking for ideas to help promote our smaller businesses during the Holiday Shopping season. Lisa creating the Small Business Saturday campaign. Shoppers would shop small during the Shop Small campaign and upload their receipts to SMP to reimburse up to \$100 per winner.

- **Holiday Headquarters Events & Contests**

Staff decided that we did not have the bandwidth to continue with Magical Moments, along with not knowing what the County Guidelines would be. We focused on our Holiday Contests and promoting other events in the District.

- **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**

Kim: We have over 300 people signed up for our Kidtopia events. There has been great turnout. We will be asking for a \$1 donation for a photo with Santa which will be donated to Citrus Heights HART.

- **12/11: Holiday Food Drive with KHTS – MarketPlace at Birdcage**

- **12/18: Farmers Market Winter Holiday Bazaar- Sunrise Mall**

We will be sponsoring the event with Christmas Carolers and a Glitter Tattoo Artist. We have been having a lot of communication issues with the owners and we are re-evaluating our sponsorships.

- **Holiday Décor and Palm Tree Lights**

Holiday décor is up, but we are having some issues with the palm tree lights. We are missing a lot of extension cords. The City is claiming it is squirrels but the cords have a clean cut, not from being chewed. We had to purchase six cases of lights, and we told them if its not resolved we will not be doing lights anymore. We talked about adding more Holiday Décor, but with our 3-year term we do not think it is the best investment.

- **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

- **Three Signature events: Brews in the Burbs (Spring/Summer) & Día De Los Muertos (October), Magical Moments (December)**

Brews: Staff is currently meeting with Sac Brews, who helped with our 2019 Brews in the Burbs. We are researching whether Spring or Summer would be the best time for the event. 2019 was a success for it being the first one.

Halloween: We noticed a large rise in Trunk or Treats for Halloween. Next year we are looking into teaming up with the Low Rider club- Sacra Locos for a Día De Los Muertos event.

Magical Moments: Laser Light Show and the Nutcracker

- **Phase Two MasterPieces in the MarketPlace OR Mural Execution**

We have a couple ideas on how we can bring art to the District. We can work on phase two of MasterPieces in the MarketPlace or look into doing another mural. We were very disappointed with working with Wide Open Walls. We would rather do something on our own. We would like to do an event around the art: Art in the Burbs, Pop up art galleries, chalk festival, student artists, paint the pavement.

○ **SMP SHINE Light Festival or Magical Moments – November/December**

Staff has been discussing this project for a while and are still doing research on SMP SHINE. If the committee likes the idea we will explore more ideas, costs, and strategies.

Tiffany: Has staff looked into doing the art walk around the MasterPieces in the MarketPlace?

KC: Yes, we are hoping to work with Crocker on a mixer with more installation pieces. If we do phase two then we can work around that for an event.

Lisa: Would the City be open to letting us paint crosswalks?

KC: When we put in the palm trees, they did stamped asphalt. Since we aren't a downtown with a lot of walking, people don't see them as much. We could do events in parking lots- like chalk festivals.

MARKETING CHAIR REPORT..... Tiffany Clement

Joann's Fabric is complete and is planned to open in late February/early March.

EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter

The Specific Plan has been approved for Sunrise Tomorrow. Now we wait to see if Namdar sells. Seritage is ready to move forward.

We are seeing a lot of security issues in the District. We want to hire private security to work the weekends during the days that Jeff is not working. We would use private security as a deterrent and to help more transients along. Since Jeff is not there 24/7 this would help a lot. We are seeing a lot of issues that we have not seen here before. There have been a few OD's, Jeff saved one man's life. A lot of break ins, and transients living in vacant buildings. We are vetting two different security companies during the Holiday season.

ADJOURN MEETING Tiffany Clement

The meeting was adjourned at 12:42pm by 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.