



SMP MARKETING COMMITTEE MEETING MINUTES

Tuesday, February 17, 2022, at 2:00 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: Natalie Worstein (Chair), Tiffany Clement, Kim Kelley, Michele Saario, Terri Henry

Absent: N/A

Staff: Kathilynn Carpenter, Lisa Cordell

Guest: Nick Bakkie, Clint Holister

CALL MEETING TO ORDERNatalie Worstein

Natalie called the meeting to order at 2:00 PM.

PUBLIC COMMENTS/INTRODUCTIONS.....Natalie Worstein

None.

APPROVAL COMMITTEE MEMBER ACTIONSNatalie Worstein

None.

APPROVAL/ACTION ITEMS Tiffany Clement

- **ACTION / APPROVE: November 23, 2021, Marketing Committee Minutes**
A motion was M/S/C (Kim Kelley/Terri Henry) to approve November 23, 2021, Marketing Committee Minutes.

MARKETING..... Kathilynn Carpenter & Lisa Cordell

- **4th Quarter & January Recap- Distributed**

4th Quarter Facebook content generated 925 engagements on our posts throughout this period with 605 Reactions, 192 Comments, and 128 Shares. Most popular content included: Sunrise Harvest Festival, Halloween Décor Contest Winner Announcement. During this period, we saw a .9% decrease in audience size. Engagement was down .8% from last month. During October we focused on highlighting events in the Sunrise Marketplace District and Shopping which tends to have lower engagement.

4th Quarter Instagram top-performing posts on Instagram included: Party City Halloween Décor and Halloween Costume Contest. This period saw a **0.6% decrease** in audience size. Engagement was **down 65.3%** from last month. During October we focused on Facebook contesting and District events vs Instagram contesting. This caused our engagement to go down.

Website users and pageviews were up at the start of the 4th Quarter. Traffic started on a high note with the launch of the Turkey Fryer Contest and stayed steady throughout with a few peaks leading up to Thanksgiving. Users were down after a big boost in November as well as page views. Traffic started on a high note with the Holiday contests and Events including the Tree Lighting on December 1st. Traffic tapered off as the month went on with a few spikes throughout.

January

Instagram - This month saw another increase in audience size. This month saw a small decrease in engagement although we saw great responses on the posts for the month. There was a total of 3,042 post likes and 3,463 post comments.

Facebook - Engagement was higher this month. In January we did not run a website contest which brought more engagement to our Facebook New Year New You contest.

Website - Users and pageviews were down this month, but traffic steadily increased over the month with large spikes around the launch of the Month of Love campaign and its contests. this month.

Instagram - We promoted new activities for the New Year, Community Engagement, and driving traffic to the District after Holiday Shopping. The contest consisted of 21 days in January, with 24-hour flash giveaways. The contest ran from January 3, 2022 – to January 21, 2021. One winner was announced each day for a \$50 Gift Card to a predetermined business in the District.

Facebook - We promoted new activities for the New Year, Community Engagement, and drive traffic to the District after Holiday Shopping. The contest consisted of 4 chances to win. Each week a new topic was posted: Craft More, Eat Healthily, Be Active, and Read More. The contest ran from January 3, 2022 – to January 30, 2021. One winner was announced every Monday for a \$50 Gift Card to a predetermined business in the district.

- **Upcoming Events and Contests**

- **February – Month of Love (Focus on Dine)**

February is the “Month of Love”, primarily promoting restaurants in the SMP district with a focus on Valentine’s Day. We will focus on Instagram and Facebook to drive traffic to our website and to promote businesses located in SMP with the goal of increasing foot traffic. We will run two contests noted below:

A Month of LOVE - Comment contest each week. The winner can choose a \$100 gift card to a restaurant in the district. The objective of the comment contest is to help build engagement on SMP Facebook, encourage consumers to promote SMP District businesses. Every Monday, we will post a category for a week-long comment contest. The winner will be announced the following Friday.

V-Day Gift Card Package - Comment Contest. The winner will receive \$250.00 dollars’ worth of gift cards to businesses in the district. The questions for the comment contest will be, “Tell us about your significant other!” and “What do you LOVE about them?”

- **March – Month of Luck (Focus on Play)**

St. Patrick’s Day - Find the Lucky Leprechaun in the District for a chance to win a \$75 gift card to that place. Starting March 1st through March 17th, Staff will visit predetermined businesses in the District with Lucky, snap a photo, and post the riddle for consumers to guess what SMP business he is at. One lucky winner will win Lucky’s Pot of Gold on March 17th. The objective of the Instagram contest will promote awareness and encourage consumer engagement with an interactive contest to locate the Leprechaun. Staff will focus primarily on small businesses with the intention of promoting and driving traffic to those businesses.

- **Advertising** – SMP ran digital ads on Sacramento Bee Digital for the Holiday Contesting

○ **CH Sentinel and CH Messenger digital ads**

SMP ran Holiday ads and will run “Month of Love” ads on the Citrus Heights Sentinel.

Q2 Discussion Lisa Cordell

The Marketing Committee discussed various ways to increase website traffic and increase new users and clicks as it seems we are getting a lot of repeat users. Nick reported that the new users identified in the marketing recaps may not be new users, but users entering the site from new IP addresses. Terri suggested that we add a leprechaun to the website and hide it on a business where people must click around to find it after being given a clue on Facebook. The contest will likely increase click-throughs and drive traffic to our website.

The Committee also suggested that we add an email confirmation when users sign up for a contest on the website and have events listed on the confirmation email.

Staff also reported that we have two logos that we will use in our future branding efforts. The SMP Cares Logo will be used in conjunction with any of our community engagement efforts and SMP Live which will be used in our Facebook Live efforts.

Q2 Events. Lisa Cordell

Spring (TBA) Art Mixer/Craft event at Marketplace at Birdcage – Staff is working to identify an event that will take place at MarketPlace at Birdcage. The staff has discussed an Art Mixer or Craft Fair style event.

Farmers Market Spring Has Sprung Event - April 9, 2022 – SMP will supplement the event with a Blue Grass band and inflatable.

Brews and the Burbs - May 21, 2022 – Staff continues to work hard on the event. Staff has secured digital and radio campaigns on six radio stations including 98 Rock, 94.7, 1140 Sports Talk, KNCL, and Mix 96. We have also secured a digital campaign with Comcast.

MARKETING CHAIR REPORT.....Natalie Worstein

EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter

SMP hired private security to work the weekends during the days that Jeff is not working and to assist in helping move transients along.

SMP will be moving the office to a new location at the Greenfaire Village Center. Kathilynn is currently in negotiations with owners who seem enthusiastic about SMP locating in their shopping Center.

Jersey Mike is located in the former Pink Berry location.

The City of Citrus Heights has launched a Small Business COVID-19 Recovery Grant Program, funded by the federal American Rescue Plan Act (ARPA). The City is accepting applications through March 26th.

ADJOURN MEETINGNatalie Worstein

The meeting was adjourned at 3.01 pm by Natalie Worstein.

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 welcome 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 comments 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.