



**SMP MARKETING COMMITTEE MEETING AGENDA**

**Thursday, February 17, 2022, at 2:00 PM**

Sunrise Mall – Conference Room

6166 Sunrise Mall Citrus Heights, CA 95610

Teleconference Available

By Video: <https://us02web.zoom.us/j/3944921744>

By Phone: +1 669 900 9128 US (Meeting ID: 394 492 1744)

**Passcode: 95610**

**CALL MEETING TO ORDER .....Natalie Worstein**

**PUBLIC COMMENTS/INTRODUCTIONS.....Natalie Worstein**

**APPROVAL COMMITTEE MEMBER ACTIONS .....Natalie Worstein**

**APPROVAL/ACTION ITEMS .....Natalie Worstein**

- ***ACTION / APPROVE: November 23, 2021, Marketing Committee Minutes***

**MARKETING.....Kathilynn Carpenter, Mikhaila Freas, Lisa Cordell**

- **4<sup>th</sup> Quarter 2021 & January 2022 Recap- Distributed**
- **Upcoming Events & Contests**
  - **February – Month of Love (Focus on Dine)**
    - Month of Love Valentines Day Gift Card Package: \$500 (Consumer to pick \$300 for a jewelry store in the district and \$200 at a restaurant). Promotion 1/18-2/7
    - Valentine’s Day Gift Card Package \$250 – Instagram. Promotion 1/24-2/7
    - Month of Love (3-week Contest) – Facebook. One \$100 winner per week, promotion 2/1-2/21
  - **March – Month of Luck (Focus on PLAY)**
    - Leprechaun Coloring Contest – Website 2/28 – 3/27
    - St. Patrick’s Day -Find the Lucky Leprechaun (Instagram). Promotion 3/1-3/17
    - Facebook Live – How to build a Leprechaun Trap (Promote Michaels Craft Room)
- **Advertising**
  - SacBee Digital
  - CH Sentinel and CH Messenger digital ads

**Q2 Discussion ..... Lisa Cordell**

**Q2 Events ..... Lisa Cordell**

- Spring (TBA)- Art Mixer/Craft event at Marketplace at Birdcage
- April 9 – Farmers Market “Spring has Sprung”
- TBA- Brews in the Burbs Brewfest with Chalk art at Sunrise Mall

**MARKETING CHAIR REPORT.....Natalie Worstein**

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

**ADJOURN MEETING .....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 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.