



SUNRISE MARKETPLACE BOARD OF DIRECTORS MEETING
THURSDAY, March 24, 2022-1:00 PM

5750 Sunrise Blvd (Conference Room First Floor)

Join Zoom Meeting

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Meeting ID: 394 492 1744 Passcode: 95610 Dial by your location +1 669 900 9128 US

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Board Members

Present: Tiffany Clement- Chair, Natalie Worstein- Vice Chair & MARCOM Chair, Don Tollefson -Treasurer, Kim Kelley- Secretary, Andrew Gianulias, Ted Mitchell, Travis Kimball, Christy DeCelle

Absent: Colby Young, Greg Bazarnik, Wayne Wasulko, Travis Kimball

Guests

City: Councilmember Steve Miller

CHPD: Wesley Herman, Lt. Officer Jeff Schouten, Officer Carlos Minero

InterCal: Kareem Daniels

Staff

Kathilynn Carpenter, Lisa Cordell, Mikhaila Freas

CALL MEETING TO ORDER..... Tiffany Clement

The meeting was called to order at 1:40pm by Tiffany Clement.

PUBLIC COMMENTS..... Tiffany Clement

None.

ADMINISTRATIVE Tiffany Clement

SMP Board of Directors makes the following findings in accordance with AB361

- The gubernatorial state of emergency is still in effect.
- SMP has considered or reconsidered the circumstances of the state of emergency and state officials are recommending social distancing measures.
- **Action/Approve:** The board made the above findings with the caveat that in person meetings are preferable if conditions are amenable. *(M/S/A Kim Kelley/ Don Tollefson)*
- **Action/Approve: February 24, 2022, Board Meeting Minutes. (ROLL CALL VOTE IF REMOTE ATTENDEES)**
A motion to approve February 24th Board Meeting Minutes was (M/S/A Don Tollefson/Kim Kelley).

ANNUAL REPORTKathilynn Carpenter

- **Action/Approve: 2021 Sunrise MarketPlace Annual Report. (ROLL CALL VOTE IF REMOTE ATTENDEES)**
A motion to approve 2021 Annual Report was (M/S/A Andrew Gianulias/Kim Kelley).

CITY OF CITRUS HEIGHTS Meghan Huber

Meghan was not available to attend the meeting. Kathilynn gave quick City updates.

- City Council will participate in a study session on April 14th to discuss a proposed drive-thru use moratorium in the City. It was agreed that SMP would not support a moratorium or ban but would support better planning.
- Small business ARPA Grant applications close on Saturday, March 26.
- Greenback and Fair Oaks road work has started.
- Councilmember Jeanine Bruins will be receiving the Stones Award on Tuesday, March 29th.

SECURITY/MAINTENANCE UPDATE Officer Jeff Schouten/Kathilynn Carpenter

- Lt. Herman spoke about the ongoing issues with the former Sears building. Sgt. Cimino is in discussions with Seritage representatives regarding the trespassing and property maintenance issues. These issues, including squatters, broken windows, doors, graffiti and drug making operations have persisted for more than two years.
- SMP’s daily porter service has begun. City Wide Property Services patrols the District Monday through Friday 12:00 to 3:00 PM removing shopping carts and illegally dumped items, cleaning/painting over graffiti, removing trash, etc. Please contact Kathilynn with any maintenance requests and she will facilitate the work with City Wide.

FINANCIAL REPORT Kathilynn Carpenter

Action/Approve: Approval of quarterly financial reports vs. monthly reports. (ROLL CALL VOTE IF REMOTE ATTENDEES) A motion to approve the distribution and approval of quarterly financial report vs. monthly reports was (M/S/A Christy DeCelle/Kim Kelley).

MARKETING COMMITTEE REPORT Lisa Cordell

February Overview

Instagram - This month saw another increase in audience size; however, we saw a huge decrease in engagement this was largely due to our large contest giveaway directing traffic to our website. January was heavy on Instagram and generated an increase in engagement.

Facebook - Engagement was lower due to our contest directing traffic to our website “Month of Love” contests. Engagement picked up with the announcement of the Lucky Leprechaun Giveaway.

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.

February Contest Recap

End of January we kicked off our “Month of Love” Valentine's Day Giveaways, with three contests running in February. Consumers have the chance to win a \$500 Valentine's Day package (website sign-ups 1,005 or those 153 were new), a \$250 Valentine’s Day package (Instagram 122 Likes, 169 Entries) and a \$100 Dine gift card (Facebook 73 Likes, 129 Entries).

Website analytics revealed 2,829 new users which was down 548 from January (New Users may not be new individuals, but individuals who are connecting from different IP addresses). The contest attracted 2,681 page views which is down 3,030 views from January. This is largely due to the contest structure. The January contest enticed individuals to come back daily to view the gift card prize for each day, whereas the February contest was one large contest.

March Contesting

Website: Find Lucky’s Pot of Gold! Each week we hid Lucky’s Pot of Gold somewhere on our website encouraging consumers to spend more time exploring our website, shopsmp.com. The lucky winner won a \$100 Gift Card to a predetermined business in the District. The contest ran from March 1, 2022, to March 20, 2022. Three winners won a \$100 gift card.

Instagram: Where in the District is Lucky? Each day, from March 1st through March 16th we posted a photo of where Lucky is. Contestants had to guess which business in the District he was at. The winner won a \$75 Gift Card to that business. On March 17th, Lucky left a trivia question for a chance at his \$300 pot of gold!

Facebook Videos (SMP Cares and SMP Live): We are promoting our community partnerships. The first informational video will introduce HART’s Winter Sanctuary efforts and will be branded “SMP Cares”.

Upcoming Events:

Brews in the Burbs – will be held May 21, 2022. The event will be promoted heavily on six radio stations 98.5 Rock, 94.7, 1140 AM Sports, 105.1 KNCL, Mix 96, 100.5 Now. Marketing also includes a digital campaign with Comcast and is being promoted on SMP social media platforms (Instagram and Facebook) to drive ticket sales. Ticket sales are coming in steadily, on track with 2019 sales.

The following Events are being promoted on Social Media, Website, Consumer Newsletter:

- Sunrise Mall Easter Bunny Photos: March 25th – April 16th
- Marketplace at Birdcage Blood Drive: April 1st, 2022 | 9am-4pm
- American Crown Circus: Sunrise Mall: April 7th-April 11th
- Sunrise Mall Farmers Market Spring Has Sprung: April 9th, 2022, | 8am-1pm. Sunrise MarketPlace will be out with branded booth, prizes and Brews ticket giveaways.

(Continued) The following Events are being promoted on Social Media, Website, Consumer Newsletter:

- Citrus Town Center KiD TOPIA “A Hopping Good Time”: April 9th, 2022 | 10am-11:30am
- The Cappuccino Cruisers: “Spring Fever-Cruising for Kids”: Texas Roadhouse: April 9th, 2022 | 10am-3pm. Sunrise MarketPlace will be out with branded booth to promote Brews in the Burbs.
- Protective Gear Drive: Marketplace at Birdcage: April 16th, 2022 | 11am-3pm. Sunrise MarketPlace has teamed up with Deep Roots for Ukraine in efforts to collect tactical gear and medical supplies for the Ukrainian civilians.

Future events:

Wide Open Walls moved to May. Gerrity Group has 2-3 murals going up at Marketplace at Birdcage. InterCal has also indicated an interest in a mural at Citrus Town Center. SMP will provide funding to assist with cost of murals.

Sunrise MarketPlace has also reached out to “Chalk It Up” in hopes to have a satellite event in the District.

MEETING ADJOURN MEETING Tiffany Clement

The meeting was adjourned by Tiffany Clement at 2:25pm.

Submitted by Kathilynn Carpenter

Approved by Tiffany Clement: _____