



**SMP MARKETING COMMITTEE MEETING AGENDA**

**Wednesday, October 19, 2022, at 2:00 PM**

8095 Greenback Lane, Suite D, Citrus Heights, CA 95610

Teleconference Option

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 ..... Lisa Cordell**

**PUBLIC COMMENTS/INTRODUCTIONS..... Lisa Cordell**

**APPROVAL COMMITTEE MEMBER ACTIONS ..... Lisa Cordell**

**APPROVAL/ACTION ITEMS ..... Lisa Cordell**

- ***ACTION / APPROVE: February 17, 2022, Marketing Committee Minutes***

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

- **March-September Recap**
- **Q4 Contesting**

*Website Marketing:*

- Halloween Headquarters (October)
- Turkey Fryer and Grocery Gift Card Giveaway (November)
- Holiday Shopping Spree Contest (December)

*Social Media Platforms:*

Instagram:

- Let's Get into the Halloween Spirit with a Continue to Story Contest (October)
- Gobbles the Turkey Giveaway (November)
- Enjoy 22 days of giveaways this holiday season Advent Calendar (December)

Facebook:

- Spooky Season Photo Contest (October)
- Flash Friday Giveaway (November)

**Q4 EVENTS ..... Lisa Cordell**

- CTC Halloween Hootenanny Funtopia Saturday, October 8, 2022
- PALS Trunk or Treat - Sponsorship Wednesday, October 26, 2022
- Farmers Market Halloween Fest - Saturday, October 29, 2022
- MarketPlace at Birdcage Block Party/Makers Market October 30, 2022
- Stranger Things Skate Party at the Roller Rink November 10, 2022
- Turkey Drive - Saturday, November 12, 2022
- SMP Open House – November 30, 2022
- City of Citrus Heights Tree Lighting - December 7, 2022

- Magical Moments -
  - Laser Light Show - Friday, November 18, 2022
  - Nutcracker - December 15, 2022
  - Farmers Market- December 17, 2022

**Q4 DISCUSSION ..... Lisa Cordell**

**MARKETING CHAIR REPLACEMENT DISCUSSION..... Lisa Cordell**

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

**ADJOURN MEETING ..... Lisa Cordell**

**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.