



SMP MARKETING COMMITTEE MEETING AGENDA
Wednesday, November 15 at Noon · Lunch will be served
Sunrise MarketPlace Office
5912 Sunrise Mall, Citrus Heights, CA 95610
Sunrise Mall (near Sears)

Directors Present: Susie Rodgers (Chair), Mike Troyan, Connie Hall

Directors Absent: Travis Kimball, Alvin Nugyen, Colleen Robertson, Michelle Saario, Bret Sims, Janet Yoho

Guests: Nick Bakkie, Tiffany Clement, Clint Hostetler, Darlene Lyons, Christi Woodards

Staff: Kathilynn Carpenter, Julie DePrada, Breanna Niekamp

CALL MEETING TO ORDER..... Susie Rodgers

Meeting called to order by Susie Rodgers at 12:12 PM.

PUBLIC COMMENTS/INTRODUCTIONS..... Susie Rodgers

None.

APPROVAL COMMITTEE MEMBER ACTIONS Susie Rodgers

Motion to remove Bret Sims (Benihana) and Alvin Nugyen (Pho ABC) was continued to the next committee meeting due to lack of quorum.

Motion to add Tiffany Clements (Sunrise Village) was continued to the next committee meeting due to lack of quorum.

APPROVAL/ACTION ITEMS Susie Rodgers

Motion to approve October 18, 2017 Marketing Committee Meeting Minutes was continued to the next committee meeting due to lack of quorum.

MARKETING Julie DePrada/Susie Rodgers/Kathilynn Carpenter

October Social Media Wrap Report (Breanna Niekamp)

- SMP partnered with Sunrise Mall to promote the Sunrise Crafts, Carvings & Carnival event located at Sunrise Mall. Utilized variation of digital marketing such as Facebook ads, branded boosted posts, Citrus Heights Messenger digital ads, Citrus Heights Sentinel digital ads, website branding.
- SMP Facebook and Instagram profiles featured this event and the promotions, as well as theme of fall, Halloween and other specials from some of our businesses. SMP also experimented with video for the drawing of a \$500 shopping spree “enter to win” contest. Also promoted Cemetary Haunted House with riddle comment style contests on Facebook and Instagram.

- Facebook up to 8,398 Likes and 8,246 Followers. Instagram at 116 Followers.

October Event & Sponsorship Recap (Julie DePrada)

- Seats & Feets event with KHTS to benefit Nor Cal Fire Victims.
 - A successful clothing drive that generated over \$7000 in publicity value for Sunrise MarketPlace.
- Sunrise Crafts, Carvings and Carnival Event.
 - SMP partnered with Sunrise Mall for a fall event. The event included over 60 crafter's booths, a live pumpkin carving demonstration, Live music and ran in conjunction with the carnival.

Upcoming Special Events and Sponsorships (Julie DePrada)

- Magical Moments will be launched on Tuesdays and Thursdays from November 28th to December 21st with a total of eight events at different locations in the district. The goals of the event are to drive traffic to the different locations, build brand awareness for the district and generate media coverage. The event includes giveaway contests at each event and one big contest: a trip to Disneyland. The contest can only be entered on site at the event.
- Birdcage Holiday celebration, Blood Drive, Citrus Town Center Holiday Open House, Barnes and Noble story-time events, Sensory Friendly Santa at Sunrise Mall, Angel Trees at Sunrise Mall.

REVIEW OF DRAFT 2018 BUDGET Kathilynn Carpenter

This item was continued to the 2018 February Marketing Committee meeting due to lack of quorum.

AMAZON TREASURE TRUCK Kathilynn Carpenter

Staff has reached out to Amazon to get information on becoming a site for the Treasure Truck program. The program features a daily deal which Amazon customers purchase online and pick up from the Treasure Truck. Locations within SMP would agree to host the truck. The property is given several days' notice and can affirm or decline the opportunity.

Amazon allows for exclusions on products, but it is better to opt for no exclusions as that will limit how often the truck will make it to the centers/businesses. The amount made available of each product is restricted. The goal would be to bring awareness to the businesses in the district and that Amazon customers picking up orders will also shop while on site. Working on how specific centers would like to be notified, should SMP be the direct contact and then reach out to the property managers or should the property manager be the direct contact?

POP-UP STADIUM UPDATE Kathilynn Carpenter

Christi and Kathilynn currently negotiating the grant agreement with the City. Christi is working on RFP's for

the stadium components (stage, light, sound equipment, fencing, chairs, etc.) We will have more details available at the February 2018 meeting. SMP staff are currently working on outreach for programming for the 2018 season.

PALM TREE LIGHT PROJECT UPDATE Kathilynn Carpenter

SMP did not receive the \$100,00 matching grant from SMUD. The grant money was distributed to charitable non-profits as opposed to commercial uses. SMP Board agreed that we would still move forward with project and it will be budgeted for in 2018.

MARKETING CHAIR REPORT..... Susie Rodgers

No comment for marketing chair report aside from Magical Moments events to take place at various locations within the district starting the 28th of November and Sunrise Mall will be having their holiday promotions as well.

EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter

SMP will host Holiday Open House on Wednesday, December 13th, 4:00 PM to 7:00 PM here at the office.

ADJOURN MEETING..... Susie Rodgers

Meeting adjourned by Susie Rodgers at 1:16 PM.

Respectfully submitted by,

Breanna Niekamp

Accepted and approved by, Susie Rodgers, Chair- Sunrise MarketPlace Marketing Committee.

Susie Rodgers, Chair

Next meeting scheduled for TBA.