



SMP MARKETING COMMITTEE MEETING MINUTES
Wednesday, October 18 at Noon · Lunch will be served

Sunrise MarketPlace Office
5912 Sunrise Mall, Citrus Heights, CA 95610
Sunrise Mall (near Sears)

Present: S. Rodgers (Chair), C. Hall, T. Kimball, M. Saario, M. Troyan, J. Yoho

Guests: N. Bakkie, T. Clement, C. Hostetler, D. Lyons

Absent: Colleen Robertson, A. Nguyen, C. Robertson, B. Sims

Staff: K. Carpenter, J. DePrada, B. Niekamp

CALL MEETING TO ORDER..... Susie Rodgers

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

PUBLIC COMMENTS/INTRODUCTIONS..... Susie Rodgers

Introduced Tiffany Clements, new property manager for Sunrise Village and she is interested in becoming a Marketing Committee Member. Merlone Geier recently bought the property from Gianulias Properties. Tiffany will also be joining the Board filling the Sunrise Village seat.

APPROVAL/ACTION ITEMS Susie Rodgers

A motion was M/S/C (Mike Troyan/Connie Hall) for the approval of August 2, 2017 Marketing Committee Meeting Minutes.

MARKETING Julie DePrada/Susie Rodgers/Kathilynn Carpenter

Digital Strategy Update

- New website update
 - Facebook ad campaign showcased new website, featuring new “Shop, Dine, Do, Play” sections.
 - Currently working on new photos and an aerial of the district for Leasing page.
 - Will add a section for the stadium after first of year.
- 3rd Quarter Social Media Wrap Report
 - Julie discussed events that took place that SMP participated in, or sponsored. **See attached presentation.**

- Breanna discussed break down of social media accounts, following, analytics, and performance of SMP marketing. ***See attached presentation.***

Event Recaps and Upcoming Special Events and Sponsorships

- September 6 - Multi-Culture Business Expo
 - SMP and Sunrise Mall participated at the event and promoted a giveaway featuring an iPad and raffle basket to business card and email addresses.
 - This event was very much like a job fair, as opposed to an event for entertainment.
- October 21 - "Sunrise Crafts, Carvings & Carnival"
 - Sunrise Mall and SMP have teamed up to provide a craft fair, live pumpkin carving demonstration by Luis Rodriguez, and the carnival.
- October 28 - Fall Festival at Citrus Town Center
 - SMP will be participating with the Plink-o board and prizes for children, and a \$250 shopping spree for adults 18 and older to collect emails. SMP will provide 250 plastic pumpkins for kids.
 - Per Connie, children will get free shaved ice and cotton candy, a real medium sized pumpkin from Sprouts. There will be hay rides, face painting, caricatures, and more for the kids and families to enjoy. She is expecting a very large crowd.
- October 31 - Trick or Treating at Sunrise Mall
 - Sunrise Mall trick or treating will commence on October 31st from 5 PM to 7 PM. The Mall is also expecting a large crowd. SMP will hand out candy.
- November 4 - Citrus Heights HART Spaghetti Feed
 - SMP is a sponsor of the event and participating on the event committee.
- November 30 - SMP Open House
 - SMP Open house is scheduled for Wednesday December 13th. More information to follow.
- December 7 - City of Citrus Heights Tree Lighting
 - SMP planning to bring characters and attend.

Holiday Activities

- Magical MarketPlace Moments

- SMP is proposing a promotion in partnership with Entercom Radio that will feature several “pop-up” experiences throughout the District during the holiday season. The experiences will be large enough to drive traffic to the District and the participating center as well as generate media awareness and social media engagement. These mini-events will be “Instagramable” magical moments. More details will be available at the November meeting.
- Holiday Coop Radio
 - Kathilynn asked if anyone would be interested in the Holiday Co-op Radio this year. Connie, said no. Susie said Sunrise Mall may be able to participate and will follow up with confirmation.

POP-UP STADIUM UPDATE Kathilynn Carpenter

- Pop-Up Stadium went to the City Council on September 28th and \$300,000 was approved.
- Next steps to get the legal agreement from City, distribute RFP’s for equipment, and continue researching programming opportunities.
 - SMP Staff is currently working on programming and contacting booking agents, and researching other events being held at locations such as Memorial Auditorium, Sacramento Community Center and Crest Theater.
 - SMP will also be informally interviewing event companies to run the stadium. The event company will manage stadium operations.

PALM TREE LIGHT PROJECT UPDATE Kathilynn Carpenter

- There is no update on the approval of the SMUD matching grant yet.
- Staff will ask the Board if they would like to continue with the project regardless of SMUD grand funding, but it will more than likely happen in 2018.

MARKETING CHAIR REPORT..... Susie Rodgers

- In the next meeting Susie Rodgers would like to create a motion to add Tiffany Clements as a Marketing Committee Member.

EXECUTIVE DIRECTOR REPORT.....Kathilynn Carpenter

- None to report

ADJOURN MEETING..... Susie Rodgers

Meeting adjourned at 1:46 PM by Susie Rodgers.

Respectfully submitted by,
Breanna Niekamp

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

Susie Rodgers, Chair

THE NEXT MEETING IS SCHEDULED FOR WEDNESDAY, November 1, 2017.

****Adjusted to WEDNESDAY, November 15th, 2017.***