



80 Watt District Meeting Agenda
Marketing and Advocacy Meeting
Tuesday, August 14, 2018 at 3:30 pm
Safe Credit Union: 4636 Watt Avenue, North Highlands, CA 95660

Agenda

- + + I. Call to Order Director McCarthy-Olmstead
- + II. Marketing Discussion Director McCarthy-Olmstead
 - A. Banners/poles
 - a. Vendor approval
 - b. When, Where? Banner displays?
 - c. Sponsorship Package approval
 - d. Outreach to community (how, when, where?)
 - B. Annual Luncheon
 - a. Focus
 - b. When
 - c. Where
 - d. Outreach
 - C. Lunch and Learn
 - a. Focus
 - b. When
 - c. Where
 - d. Outreach
 - D. Shine Grant
 - a. 2017 awards: Specifically where are we now with last year's money and when is the timeline for this year's awards.
- III. Financials/ Marketing Budget Director Jason Currier
- IV. Grant update (if needed) Executive Director
Rebekah Evans
 - A. Shine 2018: (submitted on June 25)
 - B. TOT Grant 2018 (submitted on July 5)
 - C. Firehouse Subs –August 2018 (NOT SUBMITTED-too much info needed)
 - D. Transformer Wraps-Need to write (SMUD)
- V. Open Discussion Director McCarthy-Olmstead
- VI. Adjournment Director McCarthy-Olmstead

BROWN ACT NOTICE 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. ADA NOTICE Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Rebekah Evans, Executive Director at 916.495.5599 at least 48 hours prior to meeting.

For Discussion and Focus:

A focus for the marketing committee in 2018 will be to create a strong presence and awareness of the district's successes. This will include frequent communication (social media, electronic, etc.)

2018 objectives: Discussion on all items, recommendation to the Board

- Create opportunities for special events, including partnering with other organizations to promote 80watt
- Electronic Newsletter: April 2018, June 2018 (next one July 2018)
- PBID Manager update (Annual Report update)
- Plan and host quarterly lunch and learns (2nd quarter, 2018)
- Explore opportunities to work with other community events that would promote the district (monthly)
- Branding Opportunities: Wraps, Beautification projects
- RFP's for Banners, Interview vendors, Install banners (3rd quarter, 2018)
- Monthly website analytics and social media updates