



**80 Watt District Meeting Agenda
Marketing and Advocacy Meeting
Tuesday, September 11, 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. Sponsorship Package approval
 - B. Graphic Designer: Support for materials, media and sponsorship package
 - C. Banners/poles
 - a. Vendor approval (board recommendation)
 - b. Outreach to community (how, when, where?)
 - D. Annual Luncheon
 - a. Focus: IMPACT –in Security, Maintenance, Overall
 - b. When: Thursday, October 25 TIME: 12(noon)-2:00pm
 - c. Where: Officers Club-McClellan Park
 - d. Outreach:
 - E. Meet and Greet: Holiday Event with North Sac Chamber of Commerce
 - F. Lunch and Learn
 - a. Focus
 - b. When
 - c. Where
 - d. Outreach
- III. Financials/ Marketing Budget Director Jason Carrier
 - A. Grant update (if needed) Director McCarthy-Olmstead
- IV. Open Discussion Director McCarthy-Olmstead
- V. Adjournment Director McCarthy-Olmstead

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