



**80 Watt District Meeting Agenda
Marketing and Advocacy Meeting
Tuesday, March 12, 2018 at 3:30 pm
Safe Credit Union: 4636 Watt Avenue, North Highlands, CA 95660**



Agenda

- I. Call to Order McCarthy-Olmstead
- II. Financials/ Marketing Budget
- III. Marketing Discussion
 - A. Banners/poles
 - B. Networking event (mixer/lunch with North Sac Chamber)
 - C. Lunch and Learn
 - a. Focus, When, Where, Outreach
- IV. New Business
 - a. Farmers Market
 - b. Sacramento Tree Foundation
- V. Grant updates McCarthy-Olmstead/Evans
- VI. Open Discussion and Recommendations for the Board
- VII. Adjournment Director McCarthy-Olmstead

For Discussion and Focus:

A continued focus for the marketing committee in 2019 will be to create a strong presence and awareness of the district's successes.

2019 objectives:

- Create opportunities for special events, including partnering with other organizations to promote 80watt
- Electronic and mailed Newsletters: Themes, outreach wanted?
- Plan and host quarterly lunch and learn
- Explore opportunities to work with other community events that would promote the district
- Branding Opportunities: Wraps, Beautification projects
- Banners: Sell, promote, outreach
- Monthly website analytics and social media updates (monthly stats to be shared?)