



**80 Watt District Meeting Agenda
Marketing and Advocacy Meeting
Tuesday, June 11, 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. Business Walk: June 14, June 25, June 26-27
- IV. New Business
 - a. Sacramento Tree Foundation-Meeting?
 - b. Farmers Market- Sac Food Pantry
 - c. Adopt-a-Flower Project (planting)
- V. Open Discussion and Recommendations for the Board
- VI. 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?)

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.