



**80 Watt District Meeting Agenda
Marketing and Advocacy Meeting
Tuesday, September 10, 2019 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. Chamber Lunch @ Manna Thai: September 18 with Supervisor Peters
 - B. Annual Impact Luncheon: October 8
 - a. Menu Cost- BBQ/ \$
 - b. Decorations- Renovation? GREEN?
 - c. Ed Whitt Award-Nominations
 - d. Invitations-Fliers (out), Social Media (out)
 - e. Sponsorships
 - f. Speaker: Cal Chamber Dave Kilby
 - g. Awards for Board, businesses
 - C. Holiday Celebration: December 4 (need to celebrate 'Light it up!')
- IV. Old/New Business
 - a. Sacramento Tree Foundation
 - b. Farmers Market -need to reach out to set up for 2020
 - c. Adopt-a-Flower Project
 - d. Shop Local-Perks Program/ SnapTown
- V. Grants:
 - a. Shine Grant: Light it up support/ Celebration
 - b. TOT (Lighting/ CPTED)
 - c. Transportation Grant
- VI. Open Discussion and Recommendations for the Board
 - a. Collateral- for marketing/outreach
- 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?)