



P.O. Box 1340, North Highlands, CA 95660 80wattdistrict.com

80 Watt District Meeting Agenda Marketing and Advocacy Meeting Tuesday, November 12, 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 for 2019
- III. Marketing Discussion
 - A. Holiday Celebration: December 4 (need to celebrate 'Light it up!')
 - a. Where, What, How?

- IV. Old/New Business
- V. Grants:
 - a. Shine Grant: Light it up support/ Celebration -How do we spend the \$\$ in 30 days?
 - b. TOT (Lighting/CPTED): still waiting on response
 - c. Transportation Grant-What do we need to do?
- VI. Open Discussion and Recommendations for the Board
 - a. Collateral- for marketing/outreach 2020
 - b. Annual Committee Report: Fill in form
- 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?)

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.