



**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?)