



**80 Watt District Meeting Agenda  
Marketing and Advocacy Meeting  
Tuesday, February 11 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 2020
- III. Marketing Discussion / 2020 Goals & Objectives
  - a. Advertising Goals: What do we want to do in the following:
    - i. Social Media Marketing (does someone want to start working on it/monitoring?)
    - ii. Street Banners
    - iii. Print/ Radio/ TV ads
    - iv. Collateral needs
      - 1. Newsletters? To business/ residents?

EVENTS & PROJECTS for discussion:

- b. Farmers Market -need to reach out to set up for 2020
  - c. Adopt-a-Flower Project (we buy one/ you buy one, we plant?)
  - d. Shop Local-Perks Program/ SnapTown project
  - e. Website Upgrade- more interactive
  - f. Lunches, mixers, workshops (Chamber, SSD?)
- IV. Grants:
    - a. TOT (Lighting/ CPTED) What, who, where, how?
    - b. Transportation Grant- for SACOG, and Regional Transit?
  - V. Open Discussion and Recommendations for the Board
  - VI. Adjournment Director McCarthy-Olmstead