



**80 Watt District Meeting Agenda  
Marketing and Advocacy Meeting  
Tuesday, March 10 at 3:30 pm**

**Safe Credit Union, 4636 Watt Avenue, 2<sup>nd</sup> floor, North Highlands**



**Agenda**

- I. Call to Order McCarthy-Olmstead
- II. Financials/ Marketing Budget 2020 update
- III. Marketing Discussion / 2020 Goals & Objectives
  - 1. Workshop/mixer discussion
    - a. When, where, discussion, speaker?
    - b. BYOL 'meet your neighbors
    - c. 80WattD will provide drinks & desserts
  - 2. 'We Can Build America' Campaign
    - a. Banners?
    - b. Directory of businesses
    - c. Promotion outreach
    - d. Vendor fair?
  - 3. Farmers Market: calendar to start working on November 2020 for Spring 2021
  - 4. National Night Out: Signed up for August 4
    - a. Location TBD, Event structure-TBD, Invitation-TBD
  - 5. Shop Local Campaign (under Build America ?)
  - 6. Website Upgrade: RFP
    - a. Needs for interactive website
  - 7. Advocacy
    - a. Bills for discussion
    - b. Policies for 80 Watt District
- IV. Open Discussion and Recommendations for the Board
- V. Adjournment Director McCarthy-Olmstead