



CARMICHAEL

CARMICHAEL IMPROVEMENT DISTRICT

Business Outreach Committee Meeting

Thursday, May 5, 2022 – 9:30 AM

Location: Cafre Madre inside Milagro Centre
6241 Fair Oaks Blvd, Carmichael, CA 95608

MINUTES

In attendance: Executive Director Rebekah Evans, Chair Rosie Buck, Julie DePrada-Schott, Directors Todd Andrews, Nick Bloise, Joe Covington

1. Call to Order at 9:37
2.
 - a. A. Outreach Chair Rosie Buck begins the discussion on the upcoming Summer Business Walk by asking the committee for date options. The Date of **June 22** is the decided date. Director Buck recommends the group to focus on the newly expanded area. Director Bloise recommends meeting at Crestview Shopping Center and focusing on that area, including Jamison Court, Windmill, and businesses on Manzanita. Director Andrews recommends starting early in the day when business owners may be more available. The agreed upon start time is **10am with a breakfast meetup and strategy overview occurring at Hungry Hollow at 9am.** Director Buck states she will call the restaurant to confirm the brunch spot's availability for the large group. Director DePrada-Schott suggests that the CID should get additional help from supporters and friends of the CID to assist with the walk. Director Buck then reviews what information is usually handed out during business walks and questions asked to business owners and asks for any additional ideas. Director Covington suggests that new security and security benefits be highlighted. Director Bloise asks that ED Evans' business card be included with all packets. A mock packet will be ready for review by the next outreach meeting.



CARMICHAEL

- b. Director Buck suggests it would be good to advertise a stakeholder's webinar for those that are not there for the webinar or property owners out of the area. ED Evans suggests bringing in the sheriff, the DA, code enforcement, and others to talk during the webinar. Lunch time is the agreed upon time with the option for a replay to be sent out afterwards. Date has not been set yet.
 - c. The committee reviews the "Why Carmichael" packet presented by Director Buck, a round-robin conversation concludes the following revisions/ additions:
 - i. The Cover to be renamed "Discover Carmichael" rather than "Welcome to Carmichael."
 - ii. Remove lengthy restaurant guide and replace with QR code like other directory categories.
 - iii. Add a page to the CID information page
 - iv. Make titles smaller on pages
 - v. have both printed and digital copies created.
 - d. Fourth of July: The committee is unanimous in agreement regarding participating in the 4th of July Parade and being a sponsor of the parade. The chamber will keep the CID updated on sponsorship tier options.
 - e. Director Buck shows the committee approximately 12 options for new branding colors per the Board's input and suggestions at the Strategic Retreat in April. Director Andrews and Bloise suggest bringing the top 4 choices to the board to review at May's Board meeting and vote on at June's Board Meeting.
3. Adjourn 10:50am.