**CARMICHAEL IMPROVEMENT DISTRICT, INC.**

# Outreach Committee Meeting Minutes

# Thursday, June 6th, 8:00AM

Insight Coffee, Milagro Center, Carmichael

**Called to order: 8:05 am**

Attending: Brooks Ericson, Sheryl Kennedy, Vanessa McCarthy-Olmstead, Mike Menzel, Johnna Phillips, Rachael Taylor, Stephanie Young

1. **Introductions**
   1. Rachael Taylor, CID Executive Director
   2. Sheryl Kennedy, Interim Exec Director, Carmichael Chamber of Commerce
2. **Public Comment**
   1. None
3. **Discussion Items**
   1. *Outreach Committee Goals and Strategies for 2019: Updates* 
      1. Brand project: Brand assets received from Honey Agency, need to plan brand launch.
      2. Spring Business Walk (May): Committee reported that the walk seemed quicker, easier, and more people reached. Good media coverage by Carmichael Times, with front page article.
      3. Fourth of July: To be discussed under agenda item 3.d.
      4. Meet and Greet Mixer (TBD): No action to date.
      5. Founders Day (September): No action to date.
      6. CPTED Workshop (October): No action to date.
      7. BizGiving (November): No action to date.
      8. Owner / Community Outreach: Social Media: Facebook and Instagram administration has been handed over to Executive Director.
         * **ACTION ITEMS:**
           + Johnna to send envelope count and leader names from Spring Walk to Rachael for final accounting of outreach numbers by 6/14/19.
           + Rachael will input contact info and notes into Excel spreadsheet and then into PBID Manager.
   2. *Budget:*

CID currently has approximately $20,000 in total budget that can be allocated to general needs, but the amount must be shared over all CID operations for the year. Each committee to develop a budget “ask” for the rest of the year. Committees should include a purpose statement for funding requests

* **ACTION ITEMS:**
  + Outreach committee to develop remaining budget requests for 2019 to be presented at July board meeting.
  + Johnna will circulate a draft request to committee members by 6/14/19.
  + Rachael will send Excel spreadsheet to Committee to use to request budget items by 6/14/19.
  1. *Brand Launch*
     1. Launch strategy: Launch strategy for introducing and implementing brand needs to be developed. Committee agreed that this should be drafted by the Executive Director.
        + **ACTION ITEM:** Rachel to develop brand launch strategy and circulate by the end of June.
     2. Marketing collateral: Executive Director will manage the development and printing of marketing collateral. Committee advised that the following items should be considered for outreach and awareness efforts:
* Letterhead/envelopes, Notecards, Brochure, Calling cards, Board name tags, Business cards, Car magnets, Window decals. Welcome packets, Vests for cleaning company
* **ACTION ITEMS:**
  + Johnna to send current marketing collateral files to Rachael by 6/14/19.
  + Rachael to research printers and costs. Committee requested that we consider local printers first, based on price and offerings.
  1. *Fourth of July* 
     1. Sponsorship Updates: Sweepstakes Sponsorship for Elks’ Fourth of July parade has been secured and paid. Stephanie reported that the cost of sponsorships for the Fireworks Display are cost-prohibitive ($5000+).
     2. Band: Johnna contacted Element Brass Band, who would charge $1000. Committee agreed that lower cost or pro bono alternative should be explored, including local high school bands (e.g. El Camino, Del Campo, Rio Americano Jazz Band) and American River College.
        + **ACTION ITEMS:**
          - Mike and Rachael to follow up with Jim at Elks Lodge to address/answer the following:

Will the CID have first right of refusal as a sponsor next year?

Does the Elks Lodge have a car/convertible the CID can use in the parade?

How will the parade be publicized? Does Elks Lodge need the CID logo?

Can we can hand out mini-flags? If so, Rachael will source flags.

* + - * + Johnna to:

follow up on music options and report back by next meeting.

create a sign-up sheet for board members, to include candy donation, water donation (for CID parade members only), passing out giveaways, sitting in car, and holding banner by 6/7/19.

* + - * + Rachael to:

draft the narrative to be used to announce CID by the Grand Marshall.

design/source/cost pins for giveaways, banner, and t-shirts for board members to wear in parade.

1. **Next Meeting: June 14, 2019 , 8:00am, Insight Coffee at Milagro**

**Adjourned 9:38am**