

Communication and Marketing Committee
San Mateo County Harbor District
President Sabrina Brennan and Commissioner Robert Bernardo

AGENDA

Monday, Feb. 16, 2015 - 7:00pm

Half Moon Bay Yacht Club

HMBYC: <http://www.hmbyc.org/contact-the-hmbyc>

7:00pm (10 min)

Introductions

Goals of the Communication and Marketing Committee (CMC):

- Support civic participation
- Emphasize education and outreach
- Increase the availability of information about District activities
- Increase access to new technologies for openness and accountability
- Support the District mission, vision, core values and strategic goals

7:10pm (30 min)

New Harbor District website: www.smharbor.com

Success or failure? Consider next steps...

- May 29, 2013 Marketing Committee Report:
http://www.smharbor.com/harbordistrict/committee_reports/mktg05292013rpt.pdf
 - 1) Open Gov: www.opengov.com
 - 2) web content updates by staff not consultant
 - 3) calendar: reg. meeting, special meeting, committee meetings & events
 - 4) key word search feature
 - 5) documents
 - 6) maps
 - 7) meeting video links
 - 8) videos
 - 9) emergency info
 - 10) social media integration (Twitter, Facebook, YouTube)
 - 11) paperless online billing that accepts credit card payments
 - 12) online forms (example: special event form, activity permit, etc.)
 - 13) email list form – email marketing, District updates, and meeting agendas
 - 14) email links for staff and commissioners
 - 15) photos of staff and commissioners
 - 16) search engine optimization (SEO)
 - 17) mobile site
 - 18) online credit card payments for fees (examples: slips, activity permits, etc.)
 - 19) additional URLs (.gov .org)

7:40pm (35 min)

Develop Marketing Plan

- Review current Marketing and Advertising program and budget
- Review public outreach event plans
- Press Release: develop a program and develop a press contact list
- Social Media, work with staff to develop Social Media program on Twitter and YouTube
- Email communication and marketing
- Harbor Patrol Rescue Training Video

8:15pm (10 min)

Update on Wifi at Pillar Point Harbor and Oyster Point Marina, what's working and what's not?

- Coverage Areas: quality of coverage
- User Feedback/Survey
- District wifi name
- Cost of wifi
- Use Report

8:25pm (5 min)

- Set date/time for March meeting

8:30pm

Adjourn Meeting