



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Agenda

Thursday, January 5th @ 9:00AM

Chair: Vacant

Co-Chair: Lori Prizmich, lori@loriprizmich.com

Location: Join via Zoom Meeting

<https://us02web.zoom.us/j/9129744304>

1.	Welcome / Roll Call
2.	Approval of Minutes & Agenda <ul style="list-style-type: none">● December Minutes● January Agenda
3.	Public Comment (2 min max/person)
4.	Event Review <ul style="list-style-type: none">● December to Remember<ul style="list-style-type: none">○ Window Decorating Contest○ Elf on the Shelf Scavenger Hunt○ Wreath Decorating Contest● December 2nd Friday ArtAbout
5.	Upcoming Events <ul style="list-style-type: none">● Annual DDBA Membership Meeting (January 11th)● January 2nd Friday ArtAbout● Pawlentine's Day<ul style="list-style-type: none">○ Yolo SPCA partnership
6.	Marketing Growth/Trends <ul style="list-style-type: none">● Performance Updates● Marketing Priority Updates<ul style="list-style-type: none">○ DDBA Website Redesign & Development Planning○ CRM & Outreach○ Davis Downtown Gift Card Program

	○ Thursdays in The Davisphere Planning
7.	Collaborations, Sponsorships & Advertising
9.	New Business
9.	Old Business
10.	Adjournment <ul style="list-style-type: none">● Next Meeting: Thursday, February 2nd @ 9:00 am