



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Minutes

Thursday, January 5th @ 9:00AM

Chair: Vacant

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

Location: Online via Zoom

1. Welcome / Roll Call

- **Board:** Yelena Ivaschenko
- **Staff & Current Contractors:** Brett Maresca, Kendall Doten, Autum Foss
- **Attendees:** Randii MacNear (Davis Farmers Market), Adele Shaw (The Artery), Paul Takushi (Logos Books), Barbara Leung (Kumon of Davis)

2. Approval of Minutes & Agenda

- December minutes approved
- January agenda approved

3. Public Comment

- None

4. Event Review (Autum Foss)

- December to Remember
 - Window Decorating Contest
 - 1st Place: Avid & Co; 2nd Place: The Paint Chip; 3rd Place: Fit House; People's Choice: The Growing Groves
 - Elf on the Shelf Scavenger Hunt
 - 13 community members participated
 - 3 winners were selected and awarded a \$25 gift card to a downtown business that participated in December to Remember
 - Wreath Decorating Contest
 - Not everyone who participated returned their wreath
 - Alternative wreath design won this year
 - All winners were announced on social media

- Brett asked about the community feedback this year. Autumn responded that the wreath decorating contest may have to be reconsidered since not everyone brought their wreaths back. We noticed that there was a higher percentage of college students participating this year.
 - Our overall marketing strategy for December to Remember was difficult to manage this year being short staffed
 - Paul suggested charging a deposit fee for the wreaths to encourage people to return them
- December 2nd Friday ArtAbout (Adele Shaw)
 - The event is still growing and galleries continue to notice more attendees each month. Specific analytics of attendees aren't recorded by The Artery but the growth is still noticeable
 - The month of December for The Artery as a business was off the charts; January is expected to be slow with poor weather
 - Brett reported meeting with Adele and Natalie Nelson a couple of weeks ago to discuss how the ArtAbout will move forward in 2023. Issues with financial support were discussed and will be brought to the attention of the DDBA Board of Directors in February

5. Upcoming Events

- Annual DDBA Membership Meeting (January 11th)
 - Next Wednesday from 9am-10am
 - We will meet via Zoom and thank the current Board members and introduce new candidates. Voting will take place during the meeting (the voting poll will close sharply at 10am) and raffle prizes will be available for attendees
 - Voters must register to vote (one vote per DDBA member business)
 - We want to make this a popular event in order to get more votes for new and returning Board members
- January 2nd Friday ArtAbout
 - Adele has started to reach out to businesses that were involved in the event prior to the pandemic to see if they would be interested in joining again. She expects that outreach will increase and participation will grow come spring.

- Yelena suggested that we consider promoting the February 2nd Friday ArtAbout more heavily in celebration of Valentine's Day - this ArtAbout event historically being named "HeArtAbout". Adele agreed that Valentine's Day is a very popular time and this year the weekend prior to the holiday will be busy downtown.
- Pawlentine's Day (February 11th - time TBD)
 - Last year, we found a photographer to volunteer to take photos of community members' pets. Any donations made were sent to the Yolo County SPCA Animal Shelter. SPCA also donated toys and food for the event participants.
 - Autumn reached out to the SPCA Animal Shelter to collaborate on this event and possibly turn it into an adoption event as well as the photoshoot.
 - We will be doing outreach for a photographer (perhaps 2 photographers) to participate this year. We will contact downtown Davis photographers to help them promote their business
 - The plan is to have the event in E Street Plaza and provide a backdrop for the photographers

6. Marketing Growth/Trends

- Performance Updates - Past 30 days (Kendall Doten)
 - Social Media performance is steady. We are in the slow season and expect engagement to increase when our events start up again
 - Newsletter performance has slightly decreased. Not as many emails have been going out (again due to the slow season). We expect this to improve as we get back on a regular email schedule with upcoming events and programs.
- Marketing Priority Updates (Brett Maresca)
 - DDBA Website Redesign & Development Planning
 - We hope to make the website more user friendly and update it with current downtown businesses. We would like to be able to integrate our CRM into the website and have them work cohesively
 - CRM & Outreach

- Updates to our CRM (HubSpot) will help our staff with outreach and communications with member businesses
 - DBID renewals start coming in this month, and that gives us updated contact information about our membership businesses
 - Davis Downtown Gift Card Program
 - We are close to getting this program off the ground; some legal details are still being worked out.
 - E-gift cards will be more user friendly (both for businesses and customers) and more environmentally sustainable
 - Marketing and outreach will be extremely important for this program
 - Thursdays in The Davisphere Planning
 - Planning will start within the next few weeks; the TITD Subcommittee will schedule a meeting date as soon as possible
 - We are aiming to start the event during the last week of May 2023 (leading into Memorial Day Weekend)
7. Collaborations, Sponsorships & Advertising
- Nothing new to report
 - Yelena Ivashchenko suggested contacting DJUSD PTA members to collaborate on promotions to get students and families downtown
8. New Business
- None
9. Old Business
- UC Davis 2023 Commencement Ceremony
 - DDBA is being encouraged to come up with promotions/discounts to downtown businesses during graduation weekend to draw people to downtown
 - Brett will be communicating with the university on how they plan to assist us with these promotions to help ensure UCD students and families will be visiting downtown
10. Adjournment
- Meeting adjourned at 10:00am
 - Next meeting scheduled for Thursday, February 2nd at 9:00am