



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Minutes

Thursday, October 6th @ 9:00AM

Chair: Yelena Ivashchenko, yelena@bohemethreads.com

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

Location: Join via Zoom Meeting

<https://us02web.zoom.us/j/84740525298>

1. Welcome / Roll Call

Board: Yelena Ivashenko

Staff: Brett Maresca, Autum Foss, Kendall Doten

Attendees: Paul Takushi, Natalie Nelson, Ashley Newbrun (The Dirt Davis)

2. Approval of Minutes & Agenda

A. September Minutes

B. October Agenda

3. Public Comment

A. The Dirt Davis: Davis events calendar; Great way to get the word out about what is happening locally. Free to the public, can be any kind of event. The Dirt will start to distribute printed magazines to businesses starting in December. Use The Dirt online to submit event forms.

4. Event Review

A. Thursdays in The Davisphere

- Overall the event has been going really well and we are very happy with the growth of the event and the positive feedback from the community.
- Natalie reported that she came to the event for the first time recently, and was very impressed with the scale of the stage and the beer & wine garden
- We've been able to connect with Davis nonprofits and each one we have worked with has been very appreciative of the event and how it helps their organizations

- Hundreds of community members and UC Davis students have been attending and we are promoting the opportunity for membership businesses to provide us with some marketing materials that we can display at our DDBA booth. We want to give everyone an opportunity to participate in the event.

B. Dive into Downtown (UC Davis Student Orientation)

- Autumn thought the event seemed more successful than last year. It is a great event, allowing students to learn more about our downtown, the DDBA, and the events that we have. We want to continue our partnership with UC Davis and have this event every year.
- Natalie reported that not many UC Davis students visited the Pence Gallery; She hopes to try again next year and use different tactics to draw students into the gallery.
- The DDBA booth in E St. Plaza was highly trafficked, we were able to talk directly to students about downtown events and increase our social media and newsletter following

5. Upcoming Events

A. Thursdays in The Davisphere

- October 20th there will be shortened hours of the event due to another previously scheduled event in the park earlier in the day. From 5:30-6:30pm a local band will play with a much smaller-scale sound system (similar to the old picnic in the park setup), and from 7-9pm we will play Coco on an outdoor movie screen
- October 27th will be our last event of the series. We are doing an 80s night with a popular cover band, Thunder Cover, as a headliner. We hope to have very high attendance and finish off the series with a bang.

B. October ArtAbout

- September ArtAbout was scaled down due to extremely high heat
- October ArtAbout will have more performing arts, and several businesses participating. There will be a subtle Halloween theme incorporated into the event - "Enchanted ArtAbout" with halloween candy and some decorations
- There will be dance performances in the Pence courtyard for the next few months.

> Paul and Natalie to coordinate their ArtAbout entertainment because their venues are very close together

C. Zombie Bike Ride Afterparty (October 30)

- First part of the DDBA Spooktacular; Following the Zombie Bike Ride, music and performances in E St Plaza (family friendly)

D. Treat Trail (October 31)

- Downtown businesses can still sign up with our SurveyMonkey (located in our social media LinkTree); Once we have enough locations, we will create a map to send out to the community to use for the trail

E. Shop Small Weekend (November 25-27)

- This year we want to have the event from Friday-Sunday; People shopping at downtown businesses will be entered into a raffle with the chance to win a prize. Businesses will get the opportunity to offer discounts and giveaways to help get people involved

6. Marketing Growth/Trends

A. Social Media (Kendall)

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B. Miscellaneous Marketing Promotion & Newsletter (Brett)

- Dive into Downtown, UC Davis Arboretum and Thursdays in The Davisphere have been great opportunities to engage with the community
- Mailchimp trends
 - > Open rate previously averaged 20-24% and has increased to 40-47% open rate over the past few months

7. Miscellaneous Outreach

A. CPTED Grants Program

8. Collaborations, Sponsorships & Advertising

9. New Business

A. None

10. Old Business

A. None

11. Adjournment

A. Meeting Adjourned at 10:02AM

B. Next meeting scheduled for Thursday, November 3rd at 9AM