



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Agenda

Wednesday, November 1st @ 9:00AM

Chair: Yelena Ivashchenko

Co-Chair: Paul Takushi

Location: Meet via Zoom Link

<https://us02web.zoom.us/j/81511416192>

1.	Welcome / Roll Call & Introductions
2.	Review of Minutes & Agenda <ul style="list-style-type: none">● September Minutes● November Agenda
3.	Public Comment (2 min max/person)
4.	Event Recaps & Review <ul style="list-style-type: none">● 2nd Friday ArtAbout (Sep. 8th & Oct.13)● Dive Into Downtown / UC Davis Orientation (Sept. 21 & 24)● Davis Downtown Spooktacular (Zombie Mash & Treat Trail) (Oct. 29 & 31)
5.	Upcoming Events <ul style="list-style-type: none">● 2nd Friday ArtAbout (November 10th)● Shop Small Weekend (Nov. 24 – 26)● December to Remember (Nov. 30 – TBD)
6.	Advertising & Collaborations <ul style="list-style-type: none">● Zombie Bike Ride● The Davis Enterprise● The Dirt● Digital Advertising & Promotion
7.	Social Media Marketing Management & Campaigns <ul style="list-style-type: none">● My Davis California Team Introduction● Strategy & Upcoming Overview● Davis Downtown Gift Card Giveaway● SMS Text Messaging Campaigns

8.	New Business
9.	Old Business
10.	Adjournment <ul style="list-style-type: none">• Next Meeting: Thursday, December 7th