



Marketing & Outreach Meeting Minutes

Wednesday, November 1st @ 9:00am

Chair: Yelena Ivashchenko

Co-Chair: Paul Takushi

Location: via Zoom

1. Welcome / Roll Call
 - a. Board: Yelena and Paul
 - b. DDBA Team: Brett and Autum
 - c. Attendees: Natalie Nelson (Pence Gallery director), Richard Jia (My Davis California)
2. Review of Minutes & Agenda
 - a. October meeting was cancelled (no minutes for that month)
 - i. No vote taken
 - b. November meeting agenda (approved)
 - i. No vote taken
3. Public Comment (2 min max/person)
 - a. No public comment
4. Events Recap & Review
 - a. 2nd Friday ArtAbout (Sept 8th & Oct 13th)
 - i. Sept event wasn't great in terms of attendance; about 160
 - ii. Oct was really successful. There were 13 venues and 2 off-the-map performing arts events. About 240 in attendance. Market outside of Pence Gallery was really popular. A lot of students and people flowing from venue to venue.
 1. Something to consider as the event grows is having more sponsors involved as venues to get more marketing dollars. Flyers are limited in space and a few venues are repeats, but not sponsors and limiting the ability to take on new venues.
 2. Flyers run out of space and quantity to distribute. The Dirt features ArtAbout and can help when flyers run out so people can use it to see where the venues are.
 3. ArtAbout is seeking to continuing to connect with more artists and the community to promote the arts and get more even more people together.
 - b. Dive into Downtown
 - i. Huge success - over 400 signups for the newsletter with 303 subscribers net after unsubscribes from just wanting the on location giveaways

- ii. Hundreds of new social media followers as well
- iii. 20 Businesses participated offering special discounts and promotions to students
- iv. Dynamics with UC Davis felt a little off as many orientation leaders were not stopping at the booth like in past years
- v. Crowd seemed to dwindle after 5pm. Most students seemed disengaged after that time and were running through to get to dinner or move on with other evening plans.
- vi. Team will be providing feedback to UC Davis and getting their feedback on how they can work together to make it even better next year
- vii. Packed schedule throughout the day may also be cause of students being tired and disinterested towards the end of the day
- viii. Having the event over a couple of days seemed favorable for more interaction and avoiding Monday was helpful since many businesses aren't open that day.
- ix. Organizing the event was easier when it was on one day, but it helped having it over two so that the booth didn't get overcrowded very often.

c. Downtown Spooktacular

- i. Huge success - over 2000 views of Treat Trail Map, a lot of sharing on social media of Zombie Mash, 4 UC Davis Princess Pals giving out candy in E Street Plaza was popular
- ii. Consider trying to get the Princesses out earlier in the day next year
- iii. 77 Businesses participated – believed to be a record number
- iv. Social Media and promos helped to get the word out
- v. Hundreds of new social media followers as well
- vi. Businesses were very creative with giveaways and got a lot of exposure
- vii. A lot of word of mouth got people downtown and a lot of adults out and dressed up

5. Upcoming Events & Promotions

a. 2nd Friday ArtAbout

- i. November will have 12 venues
- ii. A lot of music this time - Vintage Art & Craft Fair is hosting music
- iii. Anticipating busy weekend due to Veterans Day Weekend

b. Shop Small Weekend (Nov 24-26)

- i. Promotion is "Spend \$10 at a participating business and get a raffle ticket to be entered for Davis Downtown Gift Card prizes"
- ii. Anticipate a lot of success and participation - finalizing participation form
- iii. Saturday there will be a DJ playing holiday music E Street Plaza to activate downtown and drive traffic to downtown
- iv. Great opportunity to get businesses to participate in the e-gift card program

- v. Potential for a non-profit organization (70 in Yolo County) getting involved to bring more people downtown
 - vi. Important to have these vendors to organize and run their own booths like poinsettias, plants, boy scouts, etc.
- c. December to Remember (Nov 30-Dec 31)
 - i. Tree Lighting Ceremony Nov 30 - Waiting for City Confirmation on date
 - ii. Window Decorating Contest for businesses kicking off the night of the tree lighting ceremony - secret panel of judges will go around and vote as well as the public vote – there will be a handful of prizes for winners
 - iii. Elf on the Shelf - determining if it's worth the time based on low participation - a lot work on the ground
 - iv. Not doing wreath decorating - wreaths weren't returned and very few participants
 - v. Idea: Sketches/community art project and community coloring contest
 - vi. Idea: Holiday movie on G Street for Kicking off the Holidays in the 2nd week of December, hot chocolate, blow up screen
6. Advertising and Collaborations
- a. Collaborated and Sponsored the Zombie Bike Ride during their Halloweekend Festival - Definitely a success and worth the sponsorship money for downtown promotion and our Spooktacular program promotion
 - i. Helped pay for the DJ in Central Park - it was nice to help with entertainment during the event and Davis Downtown received a lot of promotion
 - b. Davis Enterprise
 - i. Will be paying for some advertising with The Davis Enterprise for Shop Small Weekend & December to Remember
 - c. The Dirt
 - i. Working with The Dirt to promote Shop Small Weekend and DDBA programming - valuable promotion
 - d. Davis Downtown Social Media
 - 1. Boosted post for Treat Trail - received a lot of engagement
 - 2. Will have some targeted campaigns going into Shop Small Weekend as well to gain some traction
7. Social Media Marketing Management & Campaigns
- a. My Davis California (Instagram) Introduction to Richard Jia
 - i. Have contracted with their business entity, "bgr Management"
 - ii. Working with them to get the word out to businesses and promote events
 - iii. They are managing Social Media with goal to incorporate more businesses into their strategy

- iv. Would like to showcase the businesses more and show how the DDBA can help the business owners
- v. Collaborating on ideas on how to get businesses to step forward and want to be highlighted
- vi. Currently focused on Facebook and Instagram
- vii. Open to consider expanding into Yelp, TikTok, Google My Business, etc. as they see success and opportunity
- viii. Idea: Highlight the businesses that are signed up for the e-gift card program to encourage other businesses to sign up so that they can be highlighted as well
- ix. Develop incentive for businesses to participate in the e-gift card program
- x. Common objection – some businesses have their own gift cards
- xi. Goal of e-gift card program is to provide free marketing and promotion
- xii. Idea: Promotion of e-gift card giveaways
- xiii. Will be able to buy in bulk without paying the fees, however, they will expire after 1 year under this model
- xiv. Would like to start SMS campaigns through AS once we figure out opt-ins and compliance.

8. New Business

- a. No new business

9. Old Business

- a. No old business

10. Adjournment

- a. Meeting adjourned
- b. Next Meeting: Thursday, December 7th