



# DAVIS DOWNTOWN

## Marketing & Outreach Committee Meeting Agenda

Thursday, November 3rd @ 9:00AM

**Chair:** Vacant

**Co-Chair:** Lori Prizmich, [lori@loriprizmich.com](mailto:lori@loriprizmich.com)

**Location:** Join via Zoom Meeting

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

1.	<b>Welcome / Roll Call</b> <ul style="list-style-type: none"><li>● Welcome Katelyn Willoughby as Marketing Manager</li></ul>
2.	<b>Approval of Minutes &amp; Agenda</b> <ul style="list-style-type: none"><li>● October Minutes</li><li>● November Agenda</li></ul>
3.	<b>Public Comment (2 min max/person)</b>
4.	<b>Event Review</b> <ul style="list-style-type: none"><li>● Thursdays in The Davisphere<ul style="list-style-type: none"><li>○ Brand and Goals</li></ul></li><li>● Downtown Spooktacular</li></ul>
5.	<b>Upcoming Events</b> <ul style="list-style-type: none"><li>● November ArtAbout</li><li>● Shop Small Weekend (November 25-27)</li><li>● December to Remember<ul style="list-style-type: none"><li>○ Elf on a Shelf</li><li>○ Window Decorating Contest</li><li>○ Wreath Decorating Contest</li><li>○ Art &amp; Book Exchange</li></ul></li></ul>
6.	<b>Marketing Growth/Trends</b>
7.	<b>Miscellaneous Outreach</b> <ul style="list-style-type: none"><li>● CPTED Grants Program (Safer Davis 2022)</li></ul>
8.	<b>Collaborations, Sponsorships &amp; Advertising</b>

9.	<b>New Business</b> <ul style="list-style-type: none"><li>• Davis Downtown Gift Card Program</li></ul>
10.	<b>Old Business</b>
11.	<b>Adjournment</b> <ul style="list-style-type: none"><li>• Next Meeting: Thursday, December 1st @ 9:00 am</li></ul>