



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Agenda

Thursday, December 1st @ 9:00AM

Chair: Vacant

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

Location: Join via Zoom Meeting

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

1.	Welcome / Roll Call
2.	Approval of Minutes & Agenda <ul style="list-style-type: none">● November Minutes● December Agenda
3.	Public Comment (2 min max/person)
4.	Event Review <ul style="list-style-type: none">● Shop Small Weekend
5.	Upcoming Events <ul style="list-style-type: none">● December ArtAbout● December to Remember<ul style="list-style-type: none">○ Elf on the Shelf Scavenger Hunt○ Window Decorating Contest○ Wreath Decorating Contest● Annual DDBA Membership Meeting (January)
6.	Marketing Growth/Trends <ul style="list-style-type: none">● Performance Updates● Marketing Priority Updates<ul style="list-style-type: none">○ DDBA Website○ CRM○ Davis Downtown Gift Card Program
7.	Miscellaneous Outreach <ul style="list-style-type: none">● CPTED Grants Program (Safer Davis 2022) Update

8.	Collaborations, Sponsorships & Advertising
9.	New Business
10.	Old Business
11.	Adjournment <ul style="list-style-type: none">• Next Meeting: Thursday, January 5th @ 9:00 am