



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Minutes

Thursday, December 1st @ 9:00AM

Chair: Vacant

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

Location: Zoom Meeting

1. Welcome / Roll Call
 - A. Board: Yelena Ivashchenko
 - B. Staff: Brett Maresca, Autum Foss, Kendall Doten
 - C. Attendees: Paul Takushi (Logos Books), Natalie Nelson (Pence Gallery), Adele Shaw (The Artery)
2. Approval of Minutes & Agenda
 - A. November Minutes
 - No review
 - B. December Agenda
 - Yelena Ivashchenko moved to approve the December agenda; Paul Takushi seconded the motion
3. Public Comment
 - A. None
4. Event Review
 - A. Shop Small Weekend
 - 26 downtown businesses participated
 - Most successful Shop Small Weekend event thus far
 - Winners were selected yesterday, November 30th and contacted by Autum. We are awaiting confirmation from the winners. The winners will decide what businesses they would like to receive gift cards to
 - Each year this event will get more popular as people become familiar with the tradition

- Next year we will evaluate different marketing opportunities for the DDBA such as sponsorship, email newsletter opt-ins, and QR code integration

5. Upcoming Events

A. December ArtAbout

- Friday, December 9th; Holiday festive theme
- 7 venues participating
- This is the first month with the Davis Dirt back in print and the issue turned out great with a section promoting the December ArtAbout
 - Natalie wants to support The Dirt as they re-launch and continue to work with them
 - Adele Shaw shared the enthusiasm and positive feedback from the community about The Dirt returning to Davis. This is a valuable asset to the art community
- Last month close to 200 people visited the Pence Gallery during ArtAbout. Natalie anticipates higher attendance this month as it seems to grow every event
- Natalie, Adele, Brett, and Katelyn to meet to discuss the DDBA's sponsorship of the event and other plans for the event moving into 2023
- Arts Alliance social event review (Yelena)
 - Any artist in Davis has access to free workspaces at the new Olive Drive Davis Coworking space if they go through the Davis Arts Alliance; the City of Davis is funding six months at no charge to local artisans and Arts Alliance members

B. December to Remember (December 1 - 20)

- Kicks off today, December 1st, in coordination with the City of Davis Tree Lighting Ceremony
- Elf on The Shelf Scavenger Hunt
 - 10 businesses signed up to participate this year
 - We changed the guidelines for the scavenger hunt this year. Instead of taking pictures with all of the elves, the participants will need to take note of the name of each elf they find and message us with their list of names
 - Winners will be selected to receive gift card prizes
- Window Decorating Contest

- Panel of judges will vote for a 1st, 2nd, and 3rd place winner
- People's Choice voting is available for the public. QR codes will be posted in business windows to lead people to a form
- Wreath Decorating Contest
 - We have traditional and alternative wreaths for community members to choose from
 - Wreath pickup is today; participants will take the wreaths home over the weekend to decorate and bring them back to the DDBA office on Monday
 - DDBA staff will deliver the wreaths to downtown businesses for them to be hung in storefront windows.
 - The public can vote on their favorite wreath through social media and the winner will receive a prize

C. Annual DDBA Membership Meeting (January)

- To be held virtually on Wednesday, January 11th
- Annual Board of Director elections will be conducted during the meeting

6. Marketing Growth / Trends

A. Performance Updates

- Previous 30 Days: 25 new Facebook page likes and 124 new Instagram followers
 - New growth has slowed down without the Thursdays in The Davisphere events, but we still see growth and engagement
- We are still getting new subscribers to our newsletter every week, but not nearly at the same rate as during the Thursdays in The Davisphere event series

B. Marketing Priority Updates

- The DDBA website is going to be redesigned/developed. We are working to simplify some of the content and make the site more user friendly
 - Our goal is to have the website completed by the end of March
- The CRM is being developed; Katelyn Willoughby is working on organizing and updating our membership contacts and streamlining the way we communicate with our members and partners
- Davis Downtown Gift Card Program Update

- The old gift card system was not working well the few years prior to the pandemic. One of the primary issues was getting the POS systems of participating businesses to work with the gift cards, and another issue was the enormous administrative overhead
- We've identified an egift card program through a service named Yiftee that we are close to finalizing the setup of our account; it should be much easier to use for both the businesses and community members
 - Customers can only use the card for participating DDBA membership businesses (closed circuit)
- More information to come as we finalize the process. We hope to get a soft launch started as soon as possible

7. Miscellaneous Outreach

- A. CPTED Grants Program (Safer Davis 2022) Update

8. Collaborations, Sponsorships & Advertising

- A. No new updates

9. New Business

- A. UC Davis made an announcement with their plan to move Spring undergraduate commencement ceremonies to the Golden 1 Center in Sacramento
 - This news is extremely unfortunate for the city of Davis as commencement brings a lot of business to our community in the late Spring and has been a big boon to our economy every year just prior to slower summer months.
 - City of Davis, DDBA, Visit Yolo, and Davis Chamber of Commerce is working together to try and get UC Davis to discuss the decision and hopefully reconsider.
 - 2x2x2 meeting occurred last night between City of Davis, UC Davis, and Yolo County

10. Old Business

- A. None

11. Adjournment

- A. Meeting adjourned @ 9:54AM
- B. Next Meeting: Thursday, January 5th @ 9AM