



# DAVIS DOWNTOWN

## Marketing & Outreach Committee Meeting Agenda

Thursday, December 7th @ 9:00AM

**Chair:** Yelena Ivashchenko

**Co-Chair:** Paul Takushi

**Location:** Meet via Zoom Link

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

<b>1.</b>	<b>Welcome / Roll Call &amp; Introductions</b>
<b>2.</b>	<b>Review of Minutes &amp; Agenda</b> <ul style="list-style-type: none"><li>● November Minutes</li><li>● December Agenda</li></ul>
<b>3.</b>	<b>Public Comment (2 min max/person)</b>
<b>4.</b>	<b>Event Recaps &amp; Review</b> <ul style="list-style-type: none"><li>● 2nd Friday ArtAbout (Nov. 10)</li><li>● Shop Small Weekend (Nov. 24 – 26)</li></ul>
<b>5.</b>	<b>Upcoming Events &amp; Initiatives</b> <ul style="list-style-type: none"><li>● 2<sup>nd</sup> Friday ArtAbout (Dec. 8)</li><li>● December to Remember (Nov. 30 – Dec. 22)<ul style="list-style-type: none"><li>○ City of Davis Candlelight Parade &amp; Tree Lighting (Nov. 30)</li><li>○ “Let’s Go!” Downtown Win-Win Challenge Giveaway (Dec. 4 – 22)</li><li>○ Holiday Ice Rink (Dec. 8 – 10)</li><li>○ Holiday Open Mic Event (Dec. 16)</li></ul></li></ul>
<b>6.</b>	<b>Advertising &amp; Collaborations</b> <ul style="list-style-type: none"><li>● The Davis Enterprise</li><li>● The Dirt</li><li>● Digital Advertising &amp; Promotion</li></ul>
<b>7.</b>	<b>Social Media Marketing Management &amp; Campaigns</b> <ul style="list-style-type: none"><li>● Strategy &amp; Review</li><li>● Gift Card Promotion &amp; Giveaway Campaigns</li></ul>
<b>8.</b>	<b>Sponsorship Acquisition Strategy</b>

<b>9.</b>	<b>New Business</b>
<b>10.</b>	<b>Old Business</b>
<b>11.</b>	<b>Adjournment</b> <ul style="list-style-type: none"><li>• Next Meeting: Thursday, January 4<sup>th</sup></li></ul>