



## Marketing & Outreach Meeting Minutes

Thursday, December 7<sup>th</sup> @ 9:00am

**Chair:** Yelena Ivashchenko

**Co-Chair:** Paul Takushi

**Location:** via Zoom

1. Welcome / Roll Call
  - a. Board: Yelena Ivashchenko and Paul Takushi
  - b. DDBA Team: Brett Maresca
  - c. Attendees: Natalie Nelson (Pence Gallery director)
2. Review of Minutes & Agenda
  - a. November meeting Minutes (approved)
  - b. December meeting Agenda (approved)
3. Public Comment (2 min max/person)
  - a. No public comment
4. Events Recap & Review
  - a. 2<sup>nd</sup> Friday ArtAbout (Nov. 10<sup>th</sup>)
    - i. Nov. event was great in terms of attendance; about 260-270
    - ii. There were 11 venues, plus 2 off map; noon concert at Unitarian Church; Holiday Market was open and sales were good.
    - iii. Razor's Edge barbershop was a new participant.
  - b. Shop Small Weekend (Nov 24-26)
    - i. 27 Businesses participated in event
    - ii. Increased traffic to IG and FB pages; there was a lot of community excitement for event.
    - iii. Hundreds of tickets were retrieved for people to win Davis Downtown Gift Cards, even though some businesses didn't even open their tickets.
    - iv. Challenging for customers to write out their information. Consider changing to dropping the numbered ticket in the cannister and the "Keep This..." duplicated half of the ticket being kept by the customer to claim if their number is drawn (utilizing ticket number instead of customer info); drawback is not getting their info for the potential of email marketing (although this was not utilized this year since there was no option/disclaimer on the tickets)
    - v. Potential for use of tablets to get out of the ticket option but would require a much larger budget.

- vi. Feedback from customers: Positive - glad they didn't have to keep the ticket. Negative feedback - having to give name or email address on form, worried about it being a sales pitch.
  - vii. Winners have been contacted and posted on the website.
  - viii. Shop Small Weekend may change next year, maybe with each location having a winner, possibly with a smaller \$ gift card for each location so that each location can have at least one guaranteed winner, which could be motivation for businesses to participate and customers to visit multiple businesses.
  - ix. Business location of where the winners came from is unknown to the public; should consider making this public if there is a guaranteed winner from each business.
  - x. Overall, successful with a lot of thank yous and feedback from people.
  - xi. Had good, holiday music in E Street Plaza with a DJ on Shop Small Saturday itself; next year should invite a vendor (or vendors) to sell poinsettias, wreaths, etc., to set the mood for a more festive experience with E Street Plaza festivities
- c. December to Remember (Nov 30-Dec 22)
- i. Window Decorating Contest is up and running with a lot of submissions coming through. 22 businesses so far. Should strongly consider (highly suggested) changing the name and business participation recruitment plan to "*Storefront Decorating Contest*". Also, continue to focus recruitment and marketing more on the atmosphere of decorated storefronts and festivity and not so much the contest (a lot of businesses think if they don't win, they lose; but the goal is to get people to visit businesses and walk around more to explore downtown)
  - ii. May need to look at organic engagement on FB. When posts are boosted they perform well, but organic engagement on FB is about 10% of IG.
5. Upcoming Events & Promotions
- a. 2<sup>nd</sup> Friday ArtAbout (Dec 8)
    - i. Potential meeting in early January with Jenna regarding getting a cohesive message/strategy for social. In preparation for January ArtAbout.
  - b. December to Remember (Nov 30-Dec 22)
    - i. City of Davis Candlelight Parade & Tree Lighting (Nov 30)
    - ii. Let's Go Downtown Win-Win Challenge Giveaway (Dec 4-22)
    - iii. Holiday Ice Rink (Dec 8-10)
    - iv. Holiday Open Mic Event (Dec 16)
6. Advertising and Collaborations
- a. Davis Enterprise
    - i. Large banner ads for Shop Small Weekend and December to Remember.
    - ii. Editorial (free of charge to DDBFA) and ads sold to individual businesses contributed to a prominent display in the paper.
    - iii. Would like more ability to track performance of print ads.

- b. The Dirt
  - i. Working with The Dirt to promote more.
- c. Davis Downtown Social Media
  - 1. Boosted posts on social (FB & IG)
- 7. Social Media Marketing Management & Campaigns
  - a. Important to share the message, not always focus on self.
    - i. Important to be seen as a resource and not a billboard.
  - b. Davis Downtown Gift Card promotion and giveaway.
    - i. More campaigns in the next week including smaller paid campaigns.
- 8. Sponsorship Acquisition Strategy
  - a. Still need to reach out to board members to see if they want to join the committee.
    - i. Something to report by meeting on the 13<sup>th</sup>.
  - b. Potential for Social Media training as part of DDBA
  - c. Opportunity for businesses to promote with My Davis CA and engage to gain traction.
- 9. New Business
  - a. City Council Meeting this past Tuesday.
    - i. Positive feedback from Council – suggestions would be measurable results of use of funds (which includes marketing dollars)
- 10. Old Business
  - a. No old business
- 11. Adjournment
  - a. Considering canceling Jan meeting.
  - b. Meeting adjourned
  - c. Next Meeting: TBD