



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Minutes

Thursday, March 2nd @ 9:00AM

Chair: Yelena Ivashchenko

Co-Chair: Paul Takushi

Location: Online via Zoom

1. Welcome / Roll Call & Introductions
 - Board: Yelena Ivashchenko, Paul Takushi, Randii Macnear
 - DDBA Team: Kendall Doten, Brett Maresca
 - Attendees: Stephanie Peel, Natalie Nelson
2. Review of Minutes & Agenda
3. Public Comment
 - None
4. Event Recaps & Review (Brett)
 - Annual DDBA Membership Meeting
 - January 11th
 - Elections for 2023 DDBA Board were held
 - February's 2nd Friday ArtAbout
 - February 10th
 - Live music performances
 - Davis Craft & Vintage Fair was in E St. Plaza
 - 10 venues participated, which was the most since the event rebooted coming out of the pandemic
 - CommuniCare joined from outside of the downtown district
 - Natalie stated there's some confusion of who is responsible for what with venues and artists due to the number of people working on coordination between Pence Gallery and The Artery
 - The event has been receiving a lot of positive feedback
 - Working closely with The Dirt on promotions for the event
 - Paul said that the success of attendance has a lot to do with the success of the artist. The artists do their own outreach which helps a lot
 - Pawlentine's Day
 - February 11th in the Davis Commons
 - 40 animals signed up, about 30 of those showed up
 - We asked the participants to bring a donation in exchange for the photoshoot. All donations were given to the Yolo County SPCA
 - 4 photographers donated their time to take and edit photographs

- These photos can be used in future DDBA promotions
 - Ashley's Pet Sitting & UC Davis Veterinary Medicine were both at the event with informational tables
- 5. Upcoming Events & Promotions
 - Featuring Women in Business for Women's History Month (March)
 - March 8th is International Women's Day
 - In 2021 the DDBA conducted interviews with women-owned businesses to feature on social media and in our email newsletter
 - Yelena and Stephanie have been brainstorming ideas to celebrate Women's History Month
 - Hand out flowers to women downtown and ask questions about Women's History Month/Women in Business and create a promotional video with their responses
 - Use this content throughout the month of March
 - Paul suggested making profiles about the women on the DDBA Board and Staff/Team
 - March's 2nd Friday ArtAbout
 - March 10th
 - Will have a theme of March for Art
 - Spring DDBA Membership Networking Mixer
 - Working with the owner of the new wine bar, Wines in Tandem, to book as the venue
 - Great opportunity to introduce a new business to our downtown
 - Wine and charcuterie will be available for all attendees
 - Hope to work with Mabel's Farm Box (another new business) to see if she could provide the charcuterie for the event
 - TITD 2023 Planning Update
 - A lot of planning goes into this event and our subcommittee is working on finalizing the details
- 6. Marketing Priorities & Growth/Trends
 - Performance Updates
 - Since the 2022 Davisphere series, we are back to a "trickle growth". This is to be expected during the winter months when there aren't as many events and activities going on. We hope to have a lot more engagement in the spring and summer
 - Marketing Priority Updates
 - DDBA Website Redesign & Development Planning
 - Brett is currently working on some website redevelopment plans. The goal is to simplify and modernize the website making it more user friendly and have current business database
 - CRM & Outreach
 - We are behind on CRM development due to being short-staffed over the winter
 - Brett is working on developing solutions for our CRM development

- Davis Downtown Gift Card Program
 - Within the next month, we hope to have our new e-gift card program in motion and start to recruit businesses participation
 - Using e-gift cards should be a lot easier for both the user and the participating businesses
 - We will need to work on outreach for this program very soon
7. Collaborations, Sponsorship & Advertising Opportunities
- 2nd Friday ArtAbout
 - Brett met with Natalie Nelson and Adele Shaw over the winter; a proposal to help fund a restructured coordination plan from Pence Gallery is being presented to the DDBA Board by Staff at next week's Board of Directors meeting
 - UC Davis Arboretum & Public Garden
 - Cross promotional opportunity
 - Brett recently met with Garth Lindley, the Arboretum's Director of Development and discussed options for continuing the partnership this coming year; to be discussed further this spring
 - Davis Music Fest
 - Summer 2023
 - More details on this collaboration to come once Brett reevaluates this opportunity and meets with a DMF representative
 - The Dirt
 - Brett met with Hannah, the new publisher, yesterday (3/1) about the enhancement of the publication and ideas on collaboration (including but not limited to fundraising)
 - There is the possibility of pooling resources/assets from corporate sponsorships that we are currently working on
 - This relationship will be evaluated more closely once the DDBA budget is approved
 - Davis Living Magazine
 - New local publication
 - Brett to re-engage with them in the near future about collaborative opportunities
 - UC Davis Picnic Day
 - UCD reached out to us for sponsorship funding. We haven't provided funding for Picnic Day in the past and it is unlikely to happen, but there could be a partnership opportunity for cross-promotion and more
 - 36th California Conference for the Advancement of Ceramic Arts (CCACA) April 28-29
 - Different colleges from all over Northern California participate
 - John Natsulas is the primary coordinator for this event
 - The DDBA plans on promoting this downtown event, and it would be nice if there was some further engagement and collaboration between the entities

8. New Business

- Celebrate Davis (May 2023)
 - DDBA had a booth in 2022. It was an opportunity to talk to the public about our upcoming events and activities
 - Staff will evaluate to see if this is an opportunity we should take advantage of, depending on resources and staff time
 - The committee thinks it is a good idea to have a booth again this year and promote our summer/fall events and programs, recruit volunteers, provide stickers or other promotional giveaways (brand recognition such as The Davisphere stickers), and allow DDBA businesses to provide us with coupons or small promotional items to give out
 - Downtown businesses could provide some materials to hand out as a promotional opportunity
- Downtown Map Updates (Kiosks)
 - 4 downtown map kiosks were refurbished in 2022. We now want to update the maps that the kiosks hold.
 - DDBA staff would like to get input from the committee about the content that should be included on the promotional signage (a map itself may not be needed and use that space for other important call to action items and a prominent QR code)
 - Committee can send suggestions and ideas to staff on this over the next month

9. Old Business

- None

10. Adjournment

- Meeting adjourned at 10:03AM
- Next meeting: Thursday, April 6th at 9:00AM