



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Agenda

Thursday, March 2nd @ 9:00AM

Chair: Yelena Ivashchenko

Co-Chair: Paul Takushi

Location: Meet via Zoom Link

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

1.	Welcome / Roll Call & Introductions
2.	Review of Minutes & Agenda <ul style="list-style-type: none">● January 5th Minutes● March 2nd Agenda
3.	Public Comment (2 min max/person)
4.	Event Recaps & Review <ul style="list-style-type: none">● Annual DDBA Membership Meeting● February's 2nd Friday ArtAbout● Pawlentine's Day
5.	Upcoming Events & Promotions <ul style="list-style-type: none">● Featuring Women in Business for Women's History Month (March)● Spring DDBA Membership Networking Mixer● TITD 2023 Planning Update
6.	Marketing Priorities & Growth/Trends <ul style="list-style-type: none">● Performance Updates● Marketing Priority Updates<ul style="list-style-type: none">○ DDBA Website Redesign & Development Planning○ CRM & Outreach○ Davis Downtown Gift Card Program
7.	Collaborations, Sponsorship & Advertising Opportunities <ul style="list-style-type: none">● 2nd Friday ArtAbout

	<ul style="list-style-type: none">● UC Davis Arboretum & Public Garden● Davis Music Fest● The Dirt● Davis Living Magazine● UC Davis Picnic Day● 36th California Conference for the Advancement of Ceramic Arts (CCACA) Apr 28-29
8.	New Business <ul style="list-style-type: none">● Downtown Map Updates (Kiosks)
9.	Old Business
10.	Adjournment <ul style="list-style-type: none">● Next Meeting: Thursday, April 6th @ 9:00AM