



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Minutes

Thursday, April 6th @ 9:00AM

Chair: Yelena Ivashchenko

Co-Chair: Paul Takushi

Location: Meet via Zoom

1. Welcome / Roll Call
 - a. Board: Yelena Ivashchenko, Paul Takushi
 - b. DDBA Team: Brett Maresca, Kendall Doten, Autum Foss, Stephanie Peel
2. Review of Minutes & Agenda
 - a. March Minutes (approved)
 - b. April Agenda (approved)
3. Public Comment
 - a. None
4. Event Recaps & Review
 - a. March Promotion: Featuring Women in Business for Women's History Month
 - i. Yelena and Stephanie walked through downtown giving out flowers to women and asked them questions about Women's History Month and women-owned businesses in Davis. The content collected from this was split into three videos that were posted during the first week of March.
 - ii. Inclement weather and schedule conflicts didn't allow for more video content creation
 - iii. Feedback from the public was overall very positive, but included comments about wanting specific women-owned businesses showcased in the posts, instead of the general public
 - iv. Stephanie would like to continue to create and share content about women-owned businesses in Davis even though Women's History Month is over
 - b. 2nd Friday ArtAbout (Natalie Nelson)

- i. April 14th ArtAbout will have nine locations with different demonstrations, more entertainment, and live music at the Craft & Vintage Fair in E Street Plaza. Pence Gallery will have a pop-up market (age 14-25) with vendors selling crafts directly to people
- ii. Adele and Natalie are working on redesigning the ArtAbout flyers to simplify them and avoid duplication of graphics. This new design will highlight sponsors more
- iii. ArtAbout is still seeking sponsorships to help with event costs
- iv. Stephanie mentioned that she would like to create some video content during the day of the event; Her idea included making a “come along with me” video showcasing the process of the event & hyping up future events. Natalie agreed that this is a good idea that would be very beneficial for the artists, galleries, and businesses involved in ArtAbout; Brett added that it could get more businesses interested in getting involved

5. Upcoming Events & Promotions

a. Spring DDBA Membership Networking Mixer (April 26)

- i. This year’s mixer will be held at Wines in Tandem on D Street, from 5:30 to 7:30 p.m. We are offering free wine tasting and charcuterie at the event for member business representatives that RSVP. Charcuterie will be from Mabel’s Farm Box, a new downtown business
- ii. Free event for downtown membership. Davis Downtown sent out RSVP/save the date information in our email newsletter; the Google sign up form is still open. Currently 17 people have RSVP’d. Not all of the Board has RSVP’d yet.
- iii. The main goal for the mixer is to introduce ourselves and engage with businesses in hope of getting them involved with our programs.
- iv. Yelena mentioned the opportunity to get people involved with the new Davis Downtown E-gift card. We can also ask members if they are interested in providing materials for our DDBA booth at Celebrate Davis.

b. Davis Downtown Pub Crawl (June 10)

- i. Previously called “Father’s Day Pub Crawl” during Father’s Day weekend. Due to too many conflicting events this year, we moved the date and changed the name

- ii. The event is open to the public. It has been a free event in the past, but we are considering a fee for t-shirts. Still working out the details.
- c. TITD 2023 Planning Update
 - i. Picnic in the Park is returning this year and taking some pressure off of The Davisphere event series. The 2023 series will start on August 31 on G Street. The new location will move people through downtown and get different areas and businesses involved. We had hoped to use E Street Plaza, but Davis P.D. notified us that we cannot have any street closures on E Street
 - ii. The G Street reveal/soft opening will coincide with our 2023 TITD kickoff on August 31
 - iii. The second event will crossover with UC Davis Dive Into Downtown on September 21. This is a great opportunity to get the student community involved with The Davisphere and the DDBA
- d. Planning & Discussion for 2023 Sidewalk Sale Weekend (July 14-16)
 - i. Yelena would like to bring back a sidewalk sale. The DDBA would not need a booth at the event or manage any business setups/displays, but would assist in the marketing and promotion of the event.
 - ii. The proposed date falls on the weekend of 2nd Friday ArtAbout, which will already draw people downtown. Yelena will reach out to businesses that have participated in a sidewalk sale in the past to see if there is participation interest.

6. Marketing Priorities & Growth/Trends

a. Performance Updates

- i. Social Media had high engagement in early March, largely due to the women in business video content. There hasn't been a lot of other content to post, and DDBA staff hasn't had time to focus on social media. Kendall is currently working on making graphics for our upcoming events and promotions
- ii. Most email newsletters have been going out to membership, with an open rate of 40-45%. The Friends of Davis newsletter is maintaining a very high open rate (52.7% from the last email)

b. Marketing Priority Updates

- i. Davis Downtown Gift Card Program Launch

1. Our goal is to get the program launched with a solid base of businesses, 3-4 weeks prior to graduation. We want to have a strong marketing push to the public, to the university, and the DJUSD. Stephanie will be working on business outreach for this program.
 2. Yiftee has a solid background of work with other cities where the program has run successfully. We first identified them through downtown Truckee. This program will be a lot easier to manage than our previous plastic gift card.
 - ii. IDing & Pooling Marketing Assets / Media Kit Creation
 1. We have started working with Digital Tank, a marketing agency that works with Visit Yolo. They will be creating media kits and sponsorship packages. More details to come
 - iii. DDBA Website Redesign/Development
 1. One of our goals is to get our website redesigned and launched, and software integration is going to be a key for its success (effective and efficient admin and content management tools). Research is currently being conducted by a consultant, and we have some other projects that are taking priority before we can start the site's redevelopment. Eventually, we want to make it more user friendly, attractive, simple and organized.
 - iv. Rebranding Strategy
 1. Whether or not we will be rebranding the DDBA is to be determined. Staff and our marketing consultants still needs to discuss this in more detail
 - v. CRM & Outreach Strategy
 1. Updating our CRM is really important to effectively work and communicate with businesses. This system will improve our marketing and outreach strategies, and allow us to keep track of all communications
7. Nurturing Presence on the Web (Paul Takushi)
- a. After participating in numerous DDBA meetings, Paul thinks our organization can offer something concrete to businesses that is simple and easy to do on their own. Paul proposed making an informational PDF for people on how to nurture

their presence on the web using tools like Google Business and Yelp. These tools alone can increase search optimization on the web and would benefit all of our membership businesses.

- b. Paul would like to create the PDFs to share with business owners on how to use these programs. We could have these PDFs on the DDBA website (help drive traffic to us). Brett agreed and would like to move forward with this. Paul stated he would start working on the documents.
8. Downtown Kiosks
- a. Static Map Kiosks (no updates)
 - i. Marketing & Design Strategy
 - ii. Implementation Plan/Timeline
 - b. Digital Kiosk
 - i. Concept & Content Inclusion/Management Strategy
 - 1. Managing a digital kiosk would be a great marketing opportunity. We would be able to upload promotional graphics and QR codes quickly
 - ii. Implementation Plan/Timeline
 - 1. Brett and Kendall will be working closely with the City on the G Street Project. We hope to have a digital kiosk in that area. More information and details to come.
9. Collaborations, Sponsorship & Advertising Opportunities
- a. 2nd Friday ArtAbout
 - i. (no further updates)
 - b. UC Davis Arboretum & Public Garden
 - i. More discussion to happen as we get closer to June
 - c. Davis Music Fest
 - i. Discussing opportunities to work with DLMC on sponsorship collaboration
 - d. The Dirt
 - i. Discussing opportunities to work with The Dirt on sponsorship collaboration
 - e. Davis Living Magazine
 - i. Discussing opportunities to work on sponsorship collaboration
 - f. UC Davis Picnic Day (April 15)

- i. The DDBA won't be a paying sponsor of Picnic Day. We have been notifying our membership about downtown street closures and events that will be happening during Picnic Day Weekend
- g. 26th California Conference for the Advancement of Ceramic Arts (CCACA); April 28-29
- h. Celebrate Davis 2023
 - i. Brett is in contact with Bobbi Vaughn with the Chamber of Commerce regarding the opportunity for us to be involved in Celebrate Davis this year, and what the cost would be. Brett will follow up with more information once he hears back from Bobbi, and we can then make a decision about our participation.

10. New Business

- a. No update

11. Old Business

- a. No update

12. Adjournment

- a. Meeting adjourned at 10:04am
- b. Next Meeting: Thursday, May 4 at 9:00 a.m.