



Marketing & Outreach Committee Meeting Agenda

Thursday, June 1st @ 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">● April Minutes● June Agenda
3.	Public Comment (2 min max/person)
4.	Event Recaps & Review <ul style="list-style-type: none">● DDBA Spring Networking Mixer (April)● 2nd Friday ArtAbout (May)
5.	Upcoming Events & Promotions <ul style="list-style-type: none">● Downtown Pub Crawl (Canceled)● Davis Downtown Burger Battle Planning Update● Sidewalk Sale Weekend Planning Update<ul style="list-style-type: none">○ July 14-16● TITD 2023 Planning Update
6.	Davis Downtown Gift Card <ul style="list-style-type: none">● Program Overview with Q&A● Participating Businesses● Goals Discussion
7.	Marketing Priorities & Growth/Trends <ul style="list-style-type: none">● Marketing Priority Updates<ul style="list-style-type: none">○ CRM & Outreach Strategy○ Media Kit Creation○ Marketing Assets Pooling Collaboration○ DDBA Website Redesign/Development

<p>8.</p>	<p>Downtown Kiosks</p> <ul style="list-style-type: none"> ● Static Map Kiosks <ul style="list-style-type: none"> ○ Marketing & Design Strategy ○ Implementation Plan/Timeline ● Digital Kiosk <ul style="list-style-type: none"> ○ Concept & Content Inclusion/Management Strategy ○ Implementation Plan/Timeline
<p>9.</p>	<p>Collaborations, Sponsorship & Advertising Opportunities</p> <ul style="list-style-type: none"> ● 2nd Friday ArtAbout ● UC Davis Graduation ● Davis Music Fest ● The Dirt ● Celebrate Davis 2023
<p>10.</p>	<p>New Business</p> <ul style="list-style-type: none"> ● July Committee Meeting Date
<p>11.</p>	<p>Old Business</p>
<p>12.</p>	<p>Adjournment</p> <ul style="list-style-type: none"> ● Next Meeting: TBD