



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Minutes

June 1, 2023 @ 9:00 a.m.

Chair: Yelena Ivashchenko

Co-Chair: Paul Takushi

Location: Met via Zoom

1. Welcome / Roll Call
 - a. Board: Yelena Ivashchenko
 - b. DDBA Team: Brett Maresca
 - c. Attendees: Natalie Nelson
2. Review of Minutes & Agenda
 - a. Approval of Minutes and Agenda
 - i. Approved
3. Public Comment (2 min max/person)
 - a. No public comment
4. Events Recap & Review
 - a. DDBA Spring Networking Mixer (April)
 - i. The venue, Wines in Tandem, was attractive and well-staffed; excellent host and wines/food (Mabel's Farm Box provided charcuterie)
 1. Goal was to talk about events, recruit for programs and committees, and to make networking connections
 - ii. Decent attendance, but had hoped to attract more attendees
 - b. 2nd Friday ArtAbout (May)
 - i. Natalie, Pence Gallery staff member, says there was a huge turnout at their location
 1. Close to 300 people including students
 - ii. There were 9 venues in total
 1. Many normal vendors
 2. Communicare is an off-site venue
 - a. Participate quarterly
 - b. Do their own outreach
 3. 3rd Space has recently returned as a venue
 4. Davis Craft & Vintage Fair participates as a venue in E Street Plaza
 - iii. Nice flow of traffic and build of excitement
 - iv. There were blossoming artists
 - v. Celebrate Davis and other community events on the same day seems to have caused a lower attendance than there could have been overall; there were instances of people talking about the conflict of events.
 - vi. Pence Gallery is trying to solidify the sponsorship program for the event
 1. One new sponsor for June (Copyland)
 2. Will do more outreach to get people excited to sponsor
 - vii. Not as many venues signed up for June
 1. 8 venues
 - viii. Supporting live music

1. Giving Craft & Vintage Fair some funds for live music
- ix. UC Davis partnership
 1. UC Davis approached the Pence to be a host for an art class themed “making public art in the community”
 - a. Students projected art on the outside wall of the Pence building
 - b. Natalie knows art professors and the arts marketing people
 - c. Some art professors came by
 - d. Natalie is interested in pursuing further partnerships
5. Upcoming Events & Promotions
 - a. Downtown Pub Crawl (Canceled)
 - i. Canceled because DDBA is short staffed. Was really fun in past years, but more planning and marketing would be needed to make it a worthy event. Hope to continue it in 2024.
 - b. Davis Downtown Burger Battle Planning Update
 - i. Kicking off this restaurant participation recruitment
 1. Recruiting restaurants with assistance of Stephanie Peel
 2. Any downtown restaurant can participate
 - a. Can enter their best burger, or highlight a new burger
 3. Purpose is to get people to try new downtown locations
 4. Held From July 1st – July 31st
 5. QR codes at restaurants and survey on DDBA website
 6. There will be one winner, but all businesses should be “winners” from free exposure and marketing
 - ii. Group commiserates on the passing of Bones Craft Kitchen’s co-owner, Chris Jarosz
 - c. Sidewalk Sale Weekend Planning Update
 - i. July 14-16
 - ii. Committee decided that sidewalk sale participating businesses do not necessarily have to bring things out on sidewalks
 1. Some businesses are short staffed
 - iii. Considering having live music
 - iv. Considering working with Second Friday ArtAbout
 1. Phrasing such as “Come for the Sidewalk Sale, Stay for 2nd Friday ArtAbout” could work
 - v. Considering asking Sidewalk Sale participants to stay open longer so they could benefit from ArtAbout crowd
 - vi. Subcommittee is Yelena, Paul and Shelli Ramos
 - vii. Yelena is looking into having a chalk artist be available for the event
 1. Natalie found that in the past that particular chalk activities caused kids to sprawl all over with chalk
 2. Yelena is thinking about having a paid chalk artist do work on E Street Plaza. Would be paid.
 - a. Natalie will ask Chalk It Up Festival folks for contacts
 - viii. Yelena is trying to track down past event organizers like Stewart Savage or Sandy Tie (sp?) to help with the ArtAbout an chalk activity.
 - ix. Yelena is helping create an article to publish in the Davis Dirt.
 1. Hanna will probably include quotes from participating businesses
 - x. Considering working with The Davis Enterprise to do an article
 - d. TITD 2023 Planning Update
 - i. Working on funding avenues to see if we can do all 5 TITDs, or if we will have to cut back
 - ii. Decisions should be made by end of this month on when the series will kick off. Whether it will be an August 31st kickoff or later.

1. August 31st kick off would be same week as Picnic in the Park, so that event would not take place at Central Park
2. Was some initial interest in doing events at the G Street pedestrian only area to coincide with the G Street renovation grand reveal, but it looks like the renovations are not going to be completed in time.
3. Not sure if TITD will take place at this G Street location
- iii. If the kickoff is not August 31st, then we would hope to start on September 21st. Dive into Downtown takes place the same day. That event would take place at Central Park.
 1. Dive Into Downtown is now spread over a few days, Thursday September 21st and Sunday, September 24th

6. Davis Downtown Gift Card

a. Program Overview with Q&A

- i. Just launched the eGift card program—big success!
- ii. Great response from businesses
 1. Core of businesses have started up the program
 - a. Yelena, Brett and Stephanie Peel have gotten businesses to sign up
 - b. There are 42 businesses signed up and more continuing to sign up.
 - c. There are already 8-10 more businesses that are nearly ready to sign up
 2. We want to continue to make sure businesses realize how simple it is to join the eGift card program
 3. We want to look into marketing strategies that the participating businesses can implement
- iii. This eGift card is easier than the past “plastic” card
 1. Point of Sales (POS) systems run the eGift card like a MasterCard
 2. Yiftee is great with customer service
 3. Yiftee provides marketing materials
 - a. Will look deeper at these materials / strategies heading into the Fall
- iv. Yiftee does charge an edelivery fee for cards purchased (this is how they make their money)
 1. This is different from past cards
- v. Brett is working to target the community for eGift card purchases
- vi. Brett is also targeting the university and school district
 1. eGift cards are great for teacher appreciations, graduations, retirements etc.
 2. These larger entities (and others) can benefit from bulk purchases of eGift cards to avoid nearly half the edelivery fees
 - a. There is a special process to take advantage of this feature
- vii. We want to make it easier for our partners (University / City/ School District / other non-profits) to be able to keep dollars local
- viii. There have been \$1,600 in sales from gift cards in the first week or so
- ix. There are a wide variety of businesses participating

7. Marketing Priorities & Growth/Trends

a. Marketing Priority Updates

i. CRM & Outreach Strategy

1. Software being implemented is called AssociationSphere. Will help manage different aspects of DDBA administrative and outreach/marketing processes.
 - a. Communications with

- i. members
 - ii. community
 - iii. sponsors
 - b. Managing volunteers
 - c. Creating forms and surveys
 - d. Outreach
 - e. Email marketing
 - f. Text message marketing
 - g. File repository for member access
 - h. Internal communications amongst membership and staff/board
 - 2. Marr Virtual Assistant Services has been taking the lead on the implementation process for AssociationSphere
 - 3. Will be a gamechanger for our organization
 - ii. Media Kit Creation
 - 1. Working with Digital Tank Marketing Agency (DTMA) on a couple versions of what we can offer to potential sponsors. This will be a great way to raise money for DDBA and collaborators
 - a. What the DDBA offers
 - b. What our collaborating entities offer
 - 2. Want to come back to collaborators with draft
 - a. Taking a bit longer than we hoped due to being short-staffed
 - 3. Working on identifying which sponsors we want to approach
 - a. What makes sense as far as the potential sponsors' goals and objectives
 - b. Marr Virtual Assistant is also working with DTMA and Brett on this project
 - iii. DDBA Website Redesign/Development
 - 1. On backburner because AssociationSphere will be tied into this with an up-to-date business directory and other features
8. Downtown Kiosks
 - a. Static Map Kiosks
 - i. Aaron Wedra has been on top of a damaged kiosk with broken glass and graffiti-ruined map
 - 1. Many emails with City
 - 2. Finally an email with Vice Mayor Chapman has hopefully moved things along get the damaged kiosks fixed
 - ii. Marketing & Design Strategy
 - 1. Brett, Aaron Wedra, and Jen Cala are working on a plan that will fit the static kiosks and also for a new digital kiosk
 - b. Digital Kiosk
 - i. Concept & Content Inclusion/Management Strategy
 - 1. Update coming from Visioning and Civic Relations committee tomorrow morning
9. Collaborations, Sponsorship & Advertising Opportunities
 - a. UC Davis Graduation
 - i. No longer takes place in Davis
 - ii. Brett is trying to get the University to highlight the eGift card program
 - 1. We will leverage the convenience and ease of the eGift card
 - b. Davis Music Fest
 - i. We'll be promoting this in the coming week or so
 - ii. So far we haven't sponsored this. We did sponsor last year
 - 1. We're focusing on a more comprehensive sponsorship plan

- a. Unfortunately, we're projected to come in over budget as an organization this year and need to make money to spend more money on sponsorships (hence the collaborative approach with other nonprofits for fundraising as mentioned earlier)
- c. The Dirt
 - i. Want to help assist the Dirt with some funds in regard to the Sidewalk Sale to show appreciation and to help their cause as they advertise for us
- d. Celebrate Davis 2023
 - i. We had a paid booth
 - 1. We were able to connect with the community
 - 2. About 50 new newsletter signups and some more follows on Instagram and Facebook
 - 3. Gave out some stickers and promotional items from businesses
- 10. New Business
 - a. No new business
- 11. Old Business
 - a. No old business
- 12. Adjournment
 - a. Meeting adjourned
 - b. Next Meeting: TBD; Yelena will not be available in July