



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Agenda

Thursday, July 6th @ 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">• June Minutes• July Agenda
3.	Public Comment (2 min max/person)
4.	Event Recaps & Review <ul style="list-style-type: none">• 2nd Friday ArtAbout (June)• Downtown Pub Crawl (Canceled)
5.	Current & Upcoming Events/Promotions <ul style="list-style-type: none">• Davis Downtown Burger Battle• Sidewalk Sale Weekend Planning (July 14 – 16)<ul style="list-style-type: none">○ Friday Collaboration with 2nd Friday ArtAbout○ Chalk Art○ On Site Coverage Assignment○ Promotions for Individual Businesses○ Event Marketing Strategy• Hot Davis Days – Cars & Coffee (August 13)<ul style="list-style-type: none">○ Event Overview & Planning Update○ Marketing & Outreach Strategy• TITD 2023 Planning Update
6.	Davis Downtown Gift Card <ul style="list-style-type: none">• Participating Businesses• Sales & Redemption Report To-Date• Goals Discussion

	<ul style="list-style-type: none"> ○ Continued Member Outreach & Business Participation ○ Consumer Marketing Strategy
7.	<p>Marketing Priorities & Growth/Trends</p> <ul style="list-style-type: none"> ● Marketing Priority Updates <ul style="list-style-type: none"> ○ Facebook Group for DDBA Members ○ CRM & Outreach Strategy (Members & Public) ○ Social Media Marketing Calendar (Digital Tank) ○ Media, Events & Sponsorship Kits Creation Update ○ Marketing Assets Pooling Collaboration
8.	<p>Downtown Kiosks</p> <ul style="list-style-type: none"> ● Digital Kiosk <ul style="list-style-type: none"> ○ Concept & Content Inclusion/Management Strategy ○ Proposal to City of Davis ○ Implementation Plan/Timeline
9.	<p>Collaborations, Sponsorship & Advertising Opportunities</p> <ul style="list-style-type: none"> ● 2nd Friday ArtAbout ● UC Davis Graduation ● The Dirt
10.	<p>New Business</p> <ul style="list-style-type: none"> ● August Committee Meeting Date
11.	<p>Old Business</p>
12.	<p>Adjournment</p> <ul style="list-style-type: none"> ● Next Meeting: TBD