



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Minutes

Thursday, July 6th @ 9:00AM

Chair: Yelena Ivashchenko

Co-Chair: Paul Takushi

Location: Met via Zoom

1. Welcome / Roll Call
 - a. Board: Yelena Ivashchenko, Paul Takushi
 - b. DDBA Team: Brett Maresca, Stephanie Peel
 - c. Attendees: Richard
2. Review of Minutes & Agenda
 - a. Approval of Minutes and Agenda (approved)
3. Public Comment (2 min max/person)
 - a. Richard from My Davis California introduces himself and explains the growth and excitement around the relatively new Instagram account (since April 2021). He and his team showcase what's going on in Davis (cover events, etc.). They are making some guides for visitors too. Hope to do a lot of restaurant guide posts promoting the Davis Downtown Burger Battle.
4. Events Recap & Review
 - a. 2nd Friday ArtAbout (June)
 - i. Natalie was on vacation and not present, but she had spoke with Yelena. The ArtAbout was very well attended. It was pre-graduation Friday.
 - b. Downtown Pub Crawl (canceled)
5. Current & Upcoming Events & Promotions
 - a. Davis Downtown Burger Battle
 - i. 12 businesses participating all month long (July 1st-31st)
 - ii. Good variety of food. A fair amount of creativity.
 - iii. Thanks to Stephanie and Aaron for getting businesses on board. Brett helped as well.
 - iv. Some businesses are doing a good amount of self-promotion
 - v. Great to see new businesses participating that do not usually participate
 - vi. Our goal is to get people to try new businesses and try new food. Hopefully stay downtown and spend time and money at a variety of downtown businesses.
 - vii. One barrier for some businesses is the idea that if they do not win the battle, they lose. That's why we certainly focus on the positive that all businesses should see some new customers come through their doors.
 - viii. We will not publicize ratings. We may or may not provide the ratings with the businesses (may be up to businesses to request). Ratings should not be a focus.
 - ix. This year there will be one winner (overall best burger), not multiple categories as in the past

- x. Richard is featuring the Burger Battle with the My Davis CA Instagram profile. Asked if there are any things he should be careful about.
 - 1. Brett says the extra coverage is great. Yelena agrees. Big thanks to Richard!
 - 2. Paul asks what equipment they use for video recordings
 - a. Richard says they use iPhone. Then they use Adobe Premier in post-production. The editing is where the magic happens.
- b. Sidewalk Sale
 - i. Sidewalk Sale used to be a downtown tradition. Downtown slows down because students are gone for the summer, so the Sidewalk Sale tries to help downtown retail businesses.
 - ii. Unfortunately it appears Friday and Saturday will exceed 100 degrees
 - iii. Businesses do not actually have to have items outside
 - iv. Friday collaboration with 2nd Friday ArtAbout
 - 1. Historically Sidewalk Sale tries to collaborate with ArtAbout
 - v. Chalk Art
 - 1. Artist hired. Will do specific art (like DDBA logo and so much more) at E Street Plaza
 - vi. Each business has their own sale(s) going on
 - vii. On Site Coverage Assignment
 - 1. Stephanie will show artist where to set up, and check if he needs any assistance. Would be nice to take photos too.
 - viii. Promotions for individual businesses
 - 1. Yelena sent out requests to all participants to get material for DDBA social media promotion
 - 2. A handful of businesses responded with information
 - ix. Event Marketing Strategy
 - 1. Article in Dirt for Sidewalk Sale
 - 2. Ad in the Dirt
 - 3. Will promote more on social media
 - 4. Have fliers in some places downtown and outside of downtown (Brett & Yelena posted these on bulletin boards from Mace Blvd. through downtown)
 - a. Paul requested some posters to put on some more community boards
 - b. Purposefully try not to clutter the downtown by posting in places like lamp posts, etc. We want a clean downtown and need to set a precedent
 - 5. Was looking into the Enterprise, but didn't pursue this year
 - 6. We did not create hashtags, but we will consider it in the future
 - a. Paul suggests #DavisBurgerBattle and #DavisSidewalkSale
 - i. Brett suggests #DavisDowntownBurgerBattle since we don't want backlash from non-member businesses
- c. Hot Davis Days Cars & Coffee to be held on August 13th
 - i. Collaborating with Cars & Coffee Sac (co-hosted) and a few other local car clubs
 - 1. They have a great following and are really excited
 - a. Nnamdi, the director of Cars & Coffee Sac has attended our past two events

- ii. Taking place at Central Park. Also closing off C Street between 3rd & 4th to non-participating vehicles
 - iii. Hope to have over 100 cars. That would set a new record for this event.
 - iv. Last year, due to a date chosen and a lack of partnership with Cars & Coffee Sacramento, the event was not well attended
 - v. Cars & Coffee Sac is bringing in Davis Motor Sports (student run) and the Yacht Club. Might be bringing in one other group.
 - vi. There is a difference between a "Cars & Coffee" and a car show. Cars & Coffee is typically free without awards and people are laid back and chat about cars. Car shows usually have a charge to participate and contests.
 - vii. We want people to come downtown. Visit and patronize businesses and enjoy the show.
 - viii. Bringing in Newman Enterprises for cleanup, trash and parking attendant services
 - ix. Pachamama Coffee & Upper Crust Baking will come out to provide food and beverages
 - x. Cars & Coffee Sac is interested in bringing food trucks
 - 1. Brett suggests downtown businesses first, but we may not pursue this year
 - xi. Yelena thinks video coverage would be nice
 - d. Thursdays in The Davisphere
 - i. Unlikely that we'll be able to do 5 events
 - ii. G Street will be not be ready, if improvements are even started, by September
 - iii. Perhaps we will have one on Sept 21st (Dive into Downtown) or 28th then perhaps one in mid-late October (realistically aiming for two events)
 - iv. Continuing conversations with City
 - v. Need to make progress on funding
6. Davis Downtown Gift Card
- a. Participating Businesses
 - i. Very happy to have this out and rolling.
 - ii. 50 businesses are currently participating
 - iii. Great diversity
 - iv. Want to target different dinner establishments. We are lacking in this category.
 - v. We want to work with the University to provide an option for transfer students with student orientation where they are obligated to provide students with a dinner option. Unlike freshman who have the dining halls, the transfer students do not. UC Davis is either going to provide them money or gift cards. We want our card to be the solution.
 - 1. For bulk purchases for education organizations and non-profits, there will be no additional fees if a purchase order is placed of \$1,000 or more. However, the card will expire in a year (unlike the regular gift cards).
 - b. Sales & Redemption Report To-Date
 - i. Currently focusing making sure the gift card is working will
 - 1. Only one complaint to date from a recipient due to not being able to redeem it at a business (Brett worked with Yiftee to troubleshoot)
 - ii. 102 gifts sold for total of over \$4,800
 - iii. 20 gifts redeemed for total of \$780
 - iv. Richard of My Davis CA would like to partner with a gift card event/promotional giveaway

7. Marketing Priorities & Growth/Trends
 - a. Marketing Priority Updates
 - i. Facebook Group for DDBA Members
 1. Could be challenging to moderate without dedicated staff; perhaps consider Digital Tank or Stephanie.
 2. Maybe we can get it up and play with it, or hold it off until Fall.
 3. Paul thinks we should plan some ground rules
 - a. Verification that people are DDBA members
 - b. Not discuss prices (could be collusion)
 - c. Paul will start the planning of this
 - ii. CRM & Outreach Strategy (Members & Public)
 1. Continuing to work on this with AssociationSphere
 2. Will be able to use a true CRM system to keep track of communications and outreach
 - iii. Social Media Marketing Calendar (Digital Tank)
 1. Brett working on getting a social media calendar setup and a strategy with marketing agency; may be rolling out by end of the month.
 - iv. Media, Events & Sponsorship Kits Creation Update
 1. Include media kits and collaborating with non-profits throughout the community
8. Downtown Kiosks
 - a. Digital Kiosk - Concept & Content Inclusion/Management Strategy
 - i. For G Street
 - ii. Amazing marketing power
 - iii. Potential for revenue generation
 - b. Proposal has been sent to City of Davis
 - c. Implementation Plan/Timeline
 - i. In the City's hands at this time
9. Collaborations, Sponsorship & Advertising Opportunities
 - a. 2nd Friday ArtAbout
 - i. Covered earlier in agenda
 - b. UC Davis Graduation
 - i. Having Tammy come to our annual retreat was good
 1. Maybe now they understand the responsibility to work with us more going forward
 - c. The Dirt
 - i. Covered earlier in agenda
10. New Business
 - a. No new business
11. Old Business
 - a. No old business
12. Adjournment
 - a. Meeting adjourned
 - b. Next Meeting: TBD; possibly Thursday, August 10th