



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Agenda

Thursday, August 10th @ 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">● July Minutes● August Agenda
3.	Public Comment (2 min max/person)
4.	Current & Upcoming Events/Promotions <ul style="list-style-type: none">● Hot Davis Days – Cars & Coffee (August 13)<ul style="list-style-type: none">○ Event Overview & Planning Update○ Marketing & Outreach Strategy● Dive Into Downtown (September 21 & 24)● TITD 2023 Planning Update
5.	Marketing Priorities & Growth/Trends <ul style="list-style-type: none">● Marketing Priority Updates<ul style="list-style-type: none">○ Social Media Marketing Calendar & Management (Digital Tank Marketing Agency)○ Facebook Group for DDBA Members○ CRM & Outreach Strategy (Members & Public)○ SMS Marketing (via AssociationSphere)○ Media, Events & Sponsorship Kits Creation Update○ Marketing Assets Pooling Collaboration
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 Awareness & Marketing Strategy
7.	<p>Event Recaps & Review</p> <ul style="list-style-type: none"> ● 2nd Friday ArtAbout (July) ● Sidewalk Sale <p>Burger Battle</p>
8.	<p>Downtown Kiosks</p> <ul style="list-style-type: none"> ● Digital Kiosk on G Street (proposal Sent to City of Davis) ● Static Map Kiosks (awaiting finalized digital kiosk plan)
9.	<p>Collaborations, Sponsorship & Advertising Opportunities</p> <ul style="list-style-type: none"> ● 2nd Friday ArtAbout ● The Dirt ● The Davis Enterprise ● Davis Living Magazine ● Social Media
10.	New Business
11.	Old Business
12.	<p>Adjournment</p> <ul style="list-style-type: none"> ● Next Meeting: Thursday, September 7th