



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Minutes

Thursday, August 10th @ 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, Autum Foss, Kevin Wan, Virraaj Solanki, Stephanie Peel
 - c. Attendees: Natalie Nelson
2. Review of Minutes & Agenda
 - a. Approval of July Minutes (approved)
 - b. Approval of August Agenda (approved)
3. Public Comment (none)
4. Current & Upcoming Events & Promotions
 - a. Hot Davis Days – Cars & Coffee (August 13)
 - i. Expecting the largest participation to-date; larger than 2021 & 2022 event
 - ii. To be held in Central Park Pavilion and lawn, with overflow onto C Street adjacent to park; have street permit to be closed to through traffic)
 - iii. Upper Crust Baking, Pachamama Coffee, and Kona Ice will be vending
 - b. Dive Into Downtown (September 21 & 24)
 - i. Transfer students to be led through downtown by Orientation Leaders from 10:30 – 11:30am & 5:00 – 7:30pm on Thursday the 21st
 - ii. First year students to be led through downtown by Orientation Leaders from 9:30am – 12:00pm & 12:30pm – 7:30pm on Sunday the 24th
 - iii. DDBA to have booth in E Street Plaza both days greeting students with primary goal to get them to follow Davis Downtown on social media and sign up for email newsletters
 - c. Thursdays in The Davisphere Update
 - i. One event to be held this year on Thursday, October 26th in Central Park
 - ii. Hope to bring back several events in the series in Fall 2024
 - iii. Subcommittee currently working on entertainment lineup including music and family attractions, as well as food/beverage & retail/service vendors
5. Marketing Priorities & Growth/Trends
 - a. Marketing Priority Updates
 - i. Social Media Marketing Calendar & Management (Digital Tank Marketing Agency)
 1. Virraaj Solanki, President of DTMA, provided an update on strategy and status of the Davis Downtown social media channels
 2. Look to have fully scheduled and running by beginning of September
 - ii. Facebook Group for DDBA Members

1. Paul asked if DTMA could manage it; Brett explained that was not in their current contract and would most likely be too costly at the current time
 2. CRM & Outreach Strategy (Members & Public)
 - a. Brett working with Marr Virtual Assistant Services (MVAS) on getting this implemented and launched
 - b. Training sessions with the DDBA staff/contractors will be later this month, with hope of intro and training to members in September
 3. SMS Marketing (via AssociationSphere)
 - a. More info coming shortly; Brett stated that this is going to be an important addition to our overall marketing strategy (especially connecting to students)
 4. Media, Events & Sponsorship Kits Creation Update
 - a. Still being finalized with DTMA & MVAS
 5. Marketing Assets Pooling Collaboration
 - a. Discussions occurring with Brett and other nonprofits
6. Davis Downtown Gift Card
- a. Participating Businesses
 - i. 51 at current time
 - b. Sales & Redemption Report To-Date
 - i. 120 total sold for \$6,250 value
 - c. Goals Discussion
 - i. Need to approach and collaborate with PTAs, school admins, sports leagues, nonprofits, and other community groups
 - d. Continued Member Outreach & Business Participation
 - i. Will be more focused outreach about the program to our member businesses in near future
 - e. Consumer Awareness & Marketing Strategy
 - i. Question was asked if there could be a sticker or static cling provided to businesses to place on doors/windows; this is a possibility, but would have to have a solid design with clear action item and QR code
7. Event Recaps & Review
- a. 2nd Friday ArtAbout
 - i. Natalie reported that 360 people attended over 3 hours at The Pence Gallery in July
 - ii. Paul stated that Logos Books show was very well attended and that they had 12 artists as part of this show (many friends and family members of the artists attended)
 - iii. There were 3 new shows and 9 venues total (there will be more venues this month)
 - iv. Stephanie Peel painted on a skateboard that was featured at The Vault Board Shop (a new event venue)
 - v. Overall July was a very successful month
 - vi. Looking forward, August traditionally is the slowest month of the year due to people traveling and the heat of the summer
 - b. Sidewalk Sale
 - i. 18 businesses participated
 - ii. Terribly hot weekend deterred a lot of downtown foot traffic
 - iii. Email was sent out to all participating businesses well prior to the weekend event by committee chairs, asking for info on sales/promotions that Davis Downtown could help promote as part of marketing efforts; 4 businesses responded

- iv. Plan is to be more aggressive with outreach & marketing efforts to promote Shop Small Weekend participants; with Autum being back and DTMA's assistance it will be a major boost
 - v. Chalk artist and resulting art of altered DDBA logo art in E Street Plaza was great
 - c. Burger Battle
 - i. Month long event ran through July
 - ii. 12 participating downtown restaurants, some creating a burger just to participate in the battle and to get marketing/awareness through the extended event
 - iii. Great to bring awareness and people to multiple businesses
 - iv. Over 600 burger rating submissions and approx. 480 unique users
 - v. Tommy J's won for 3rd year in a row
- 8. Downtown Kiosks
 - a. Digital Kiosk on G Street (proposal sent to City of Davis)
 - i. no update at this time; still awaiting City's decision on potential funding
 - b. Statis Map Kiosks
 - i. awaiting finalized digital kiosk plan
- 9. Collaborations, Sponsorship & Advertising Opportunities
 - a. 2nd Friday ArtAbout
 - i. Natalie stated they are trying to get more feelers out to get more sponsors, and that connections with artists/venues are challenging
 - ii. Hope for more artist interest as well
 - b. The Dirt
 - i. A story on the Sidewalk Sale and an ad was included in the July edition of the printed publication
 - c. The Davis Enterprise
 - i. Welcome to Davis edition to include a Davis Downtown feature, just in time for our team to distribute to students at our Dive Into Downtown booth
 - d. Davis Living Magazine
 - i. There has been recent connection to include a story on Fall events
 - e. Social Media
 - i. Excitement about DTMA taking over management of Davis Downtown channels
 - ii. Excited about upcoming collaboration with My Davis CA (Instagram channel); meeting with their group is coming up to discuss details
- 10. New Business
 - a. No new business
- 11. Old Business
 - a. No old business
- 12. Adjournment
 - a. Meeting adjourned
 - b. Next Meeting: Thursday, September 7th