



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Agenda

Thursday, September 7th @ 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">● August Minutes● September Agenda
3.	Public Comment (2 min max/person)
4.	Empower Yolo's "Paint Yolo Purple" Campaign <ul style="list-style-type: none">● 5 Minute Presentation● Q&A
5.	Event Recaps & Review <ul style="list-style-type: none">● 2nd Friday ArtAbout (August)● Hot Davis Days – Cars & Coffee
6.	Upcoming Events/Promotions <ul style="list-style-type: none">● 2nd Friday ArtAbout (September 8th)● Dive Into Downtown (September 21 & 24)● Thursdays in The Davisphere (October 26)
7.	Davis Downtown Gift Card <ul style="list-style-type: none">● Participating Businesses● My Davis California Giveaway Collaboration● Goals Discussion<ul style="list-style-type: none">○ Continued Member Outreach & Business Participation○ Consumer Awareness & Marketing Strategy
8.	Marketing Priorities & Growth/Trends <ul style="list-style-type: none">● Marketing Priority Updates

	<ul style="list-style-type: none"> ○ Social Media Marketing Calendar/Management (DTMA) ○ UCD Students (start of school year) ○ Media, Events & Sponsorship Kits Creation Update ○ CRM & Outreach Strategy (Members & Public) ○ SMS Text Messaging Campaigns ○ Facebook Group for DDBA Members
9.	<p>Downtown Kiosks</p> <ul style="list-style-type: none"> ● Static & Digital Kiosks Planning Update
10.	<p>Collaborations, Sponsorship, & Advertising</p> <ul style="list-style-type: none"> ● 2nd Friday ArtAbout ● The Davis Enterprise ● My Davis California (Instagram) ● Davis Downtown Social Media
11.	New Business
12.	Old Business
13.	<p>Adjournment</p> <ul style="list-style-type: none"> ● Next Meeting: Thursday, October 5th