



Marketing & Outreach Meeting Minutes

Thursday, September 7th @ 9:00am

Chair: Yelena Ivashchenko

Co-Chair: Paul Takushi

Location: Meet via Zoom

<https://us02web.zoom.us/j/81511416192>

1. Welcome / Roll Call
 - a. Board: Yelena
 - b. DDBA Team: Brett and Autum
 - c. Attendees: Robbie Murphey (marketing & outreach Empower Yolo), and Cathie Farman (chair Empower Yolo), Natalie Nelson (Pence Gallery director), Kelsey (manager of UC Davis store)
2. Review of Minutes & Agenda
 - a. August meeting minutes (approved)
 - i. No vote taken
 - b. September meeting agenda (approved)
 - i. No vote taken
3. Public Comment (2 min max/person)
 - a. No public comment
4. Empower Yolo's "Paint Yolo Purple" Campaign (with window clings)
 - a. Empower Yolo has been serving people in Yolo County for over 45 years
 - i. Longest running organization that serves individuals and families that have been affected by domestic violence, human trafficking etc.
 - ii. Have a 24-hour safe house in Davis that they operate for people that need to leave unsafe environments immediately • Have 24 hour crisis line • Offer counseling • Legal support • Housing assistance • Helping people cope through pandemic
 - iii. In 2022 there were 272 survivors of domestic violence. Of those 130 children were served (being removed from a violence situation)
 - iv. Mostly grant funded, but also private fundraising, Big Day of Giving etc.
 - v. October is the month dedicated to increasing the public's awareness of the prevalence of domestic violence.
 1. Have a campaign to paint downtown Purple (public awareness campaign)
 - a. Initiative also in West Sac and Woodland and Winters
 - b. Initiative to have as many clings on business windows as possible to raise awareness

- b. Dive into Downtown (September 21 & 24)
 - i. Once a year we collaborate with UCD in bringing students into the downtown.
 - ii. Students walk in groups of 10-20-30 people with a guide.
 - iii. Downtown businesses have the opportunity to put their best foot forward and get students interested to engage throughout the year.
 - iv. DDBA reaches out to downtown member businesses and collects promotions and deals to make them available to the students.
 - 1. Currently 40 businesses have signed up and be included on the DDBA website (a dedicated webpage that UCD & DDBA point thousands of students to)
 - a. Some businesses have offered coupons or handouts to be given out at DDBA official booth at E Street Plaza.
 - v. This event is a good opportunity to collect student info or get likes and follows, etc. on social media. Also great way to get more newsletter subscribers.
 - vi. DDBA has made special tote bags for giveaways
 - c. Thursdays in The Davisphere (October 26)
 - i. Excited to bring back Davisphere. There is a lot of excitement from people on social media. Article went out in Enterprise and posts on social.
 - ii. Back with one event on October 26th from 4-9pm.
 - iii. Will have retail, craft, beverage, food, dancing
 - iv. Plan to have a non-profit vendor again
 - v. Hope to have local opener and solid headliner
 - vi. DDBA has to make this event happen without being 100% sure there will be funding from the City
7. Davis Downtown Gift Card
- a. Participating Businesses
 - i. Currently put a pause on recruitment. Want to make big push going into fall heading toward the holiday season and Shop Small weekend.
 - b. My Davis California Giveaway Collaboration
 - i. DDBA will collaborate on a giveaway promotion. Will use some e-gift cards in this campaign
 - ii. My Davis California is moving into an office in downtown Davis and will be a DDBA member very soon
 - c. Goals Discussion
 - i. Continued Member Outreach & Business Participation
 - ii. Consumer Awareness & Marketing Strategy
 - 1. Working with DTMA. Post will come out in coming week on e-gift card program
 - 2. We hope to gain attention of downtown members that aren't engaged as well to get them signed up for newsletter and more
 - 3. Want to engage local organizations (sports / schools / and more)

4. Yolo County Realtors Association reached out. Want Brett to speak at a meeting on possible collaboration
8. Marketing Priorities & Growth/Trends
 - a. Social Media Marketing Calendar/Management (DTMA)
 - i. This coming week will be launch of social media campaigns
 - ii. Calendar system is up and running
 - iii. Autum and Brett are reviewing draft posts
 - iv. DTMA is doing research
 - b. SMS Text Messaging Campaigns
 - i. Hope to have up and running for Shop Small Saturday and holidays
 - c. Facebook Group for DDBA Members
 - i. Seems to be on hold. Paul is going to look into it.
 1. Yelena: but who will be admin and run this?
 - a. Brett: goals and outreach need to be clear so we can decide if it makes sense.
9. Downtown Kiosks
 - a. Concept & Content Inclusion/Management Strategy
 - i. Still waiting on decision from City regarding G Street digital kiosk proposal
 - ii. Would give us enormous marketing and outreach power
 - iii. There will be downtown charrette for G Street Activation Project on October 4th
10. Collaborations, Sponsorship & Advertising Opportunities
 - a. The Davis Enterprise
 - i. They print the Welcome to Davis edition. We worked close with them to get it printed early enough so that we can distribute it to the students at Dive into Downtown.
 - ii. They will include a news story with photos in their publication for DDBA
 - iii. This time of year, we do a little more advertising with the Enterprise. We like to support them although we do not have a large print budget. They are a downtown member.
 - iv. Last year a survey showed that around 20% of people who went to Thursdays in The Davisphere events heard about it through the Enterprise.
 - b. My Davis California (Instagram)
 - i. Starting to talk and collaborate with them
 - c. Davis Downtown Social Media
 - i. We have a solid budget for digital advertising
 1. Some posts are performing extremely well when boosted
 2. 3-4 years ago when Brett first came on board there could be 1-2 newsletter sign ups per month, now we can often see that many per day at times.
11. New Business
 - a. No new business
12. Old Business

- a. No old business
13. Adjournment
- a. Meeting adjourned
 - b. Next Meeting: Thursday, October 5th