DDBA Marketing Committee Minutes

Meeting Chair: Vacant
Board in Attendance: Landon & Yelena **Liaisons:** Terry Selk & Sarah Worley
Executive Director: Brett Maresca **Marketing Coordinator:** Aaron Wedra
Date: 06/04/20 Location: **Zoom Meeting**

Major Discussion Items:

• Public Comment
- Please continue to work on updating business hours on DDBA website.
- Please keep branding Powered by the People

• 2020 Grad Pickup Event
- Huge success. Every block of downtown had something going on. Dozens of businesses decorated. DDBA promoted the event heavily in the weeks prior and on the day of. Our social media was buzzing and we were directing grads and families to businesses that were offering specials/promotions. Lori, Brett and Yelena did a lot of decorating. Marne helped with a lot of promotion. Heather had live music and decorations and was on Good Day Sacramento.

• Communal Art Project
- A gigantic success. We raised close to $6,000 in sponsorships from member businesses to be used to promote the project as well as print postcards, stickers and maybe do a mural from some of the best artwork we receive.
- We had an amazing marketing strategy including print ads, web ads, social media, a professional YouTube video, being on Good Day Sacramento, doing press releases and blogging too.
- Our call to artists resulted in 104 submissions—some are truly breathtaking!
- When we finally opened the Facebook page to the public the community response was of brobdingnagian proportion! 5,540 page views, 27,461 page engagements and posts of the artists' work reached 108,615 people. Thank you thank you to everyone who helped make the CAP a success!

• Open Air Davis
- DDBA & City of Davis have launched this program. See overview here: www.davisenterprise.com/business/g-street-closes-on-weekends-for-dining-shopping/
- As of June 26th the City closed G Street to vehicular traffic north of the parking lot and south of the 3rd street intersection. This will occur every Friday morning thru Sunday night for 10-12 weeks. As of July 10th, 2nd street will also be closed to vehicular traffic between E and F Streets. Open Air Davis also extends to any downtown businesses that are taking advantage of permits to expand outside of their own businesses even outside of the streets that are closed.
- The goals of the program are:
1. Allow downtown businesses to conduct business in a larger area (outdoors), giving them the ability to expand their extremely limited capacity during COVID-19 pandemic.
2. Invite the community to dine, shop, and receive services downtown while enjoying an open air atmosphere, thus providing greater opportunity to maintain safe social distancing while benefiting from the outdoor/fresh air environment.
3. Encourage more public interaction with downtown businesses this summer in a responsible way, helping the local economy and the survival of businesses.
4. Include a variety of food, beverage, retail, and specialty services.
- We have marketed through social media, TV-KCRA, signage, banners, press releases and photography.
- We're keeping member businesses aware and engaged through newsletters and pounding the pavement. We offer assistance for businesses to be involved with Open Air Davis, including info on attaining permits, planning logistics and even attaining chairs, tables, tents, lighting etc.

• Visit Davis Taskforce Initiatives

- Visit Davis is a subdivision of Visit Yolo. They have funds that are to be directed to benefiting Davis specifically (and our downtown).
- They are going to create a Visit Davis website.
- They would like to create a selfie-station for photo bombs for Davis. They are working with property owners and the City to find a location.
- Rachel H. is talking to Visit Davis about a mobile art project.
- Have been doing social media on individual businesses.
- Would like to work with DDBA to find and target various UCD groups. We could enlist these audiences to come back to Davis for visits and bring their families. We could also market to them for involvement in other activities as they come up. Brett & Sarah have been in touch with Mabel Salon about how to move forward with joint marketing initiatives. Paul T. provided a list of UCD groups for potential outreach.
- Bandwango, a destination experience engine technology could be used by DDBA & Visit Yolo to track and improve ROI of marketing to bring tourism to Davis, especially the downtown. Learn more here: www.youtube.com/watch?time_continue=40&v=jLW_AxrAJjk&feature=emb_logo
- Visit Davis is looking to create a high-polished brochure on lodging and dining and retail services too.

• Gifting Solutions & Partnerships

- We are working on partnerships with schools. Schools, PTAs, faculty clubs, student clubs etc. We would like to offer gifting solutions to help them keep dollars local by offering streamlined methods to spend dollars downtown. We have already worked with the district on gifting solutions for their 11 retirees (total $3,300 to downtown businesses). We worked with North Davis Elementary PTA for their 72 staff members (total $2,500 to downtown businesses).

• DDBA Gift Card

- Recent Downtown gift card is defunct because it had shortcomings that caused a lot of frustration to some users. We need to find a solution for a gift card.

Items for follow up:

- Vanessa Errecarte of Marketing Simplified will host a Zoom seminar on Tuesday, June 30th at 10 a.m. We will market this for her through social media and our newsletter.
- Join Zoom Meeting
  https://us02web.zoom.us/j/9129744304
  Meeting ID: 912 974 4304
  Or call in at: 1-669-900-6833
- Vanessa will present an overview of strategies, best practices and tools to adapt, deliver and market your programs, products and/or services online. Participants will learn a simple and effective strategy to engage current customers, gain new customers, and make conversions regularly using social media, email marketing, and simple video technology. This workshop will be packed full of immediately actionable steps.

Next Zoom Meeting: July 2nd, @ 9:00am	**Zoom Meeting:** ID: 912 974 4304 OR Dial in: +1-669-900-6833