



# DDBA Marketing Committee Minutes

**Meeting Chair:** Vacant

**Board in Attendance:** Yelena Ivashchenko **Liaisons:** Sarah Worley

**Executive Director:** Brett Maresca **Marketing Coordinator:** Aaron Wedra

**Date:** 07/02/20 **Location:** Zoom Meeting

## Major Discussion Items:

### • Public Comment

- Open Air Davis is going well, but initially there was some negative feedback on social media from people who were worried about safety. DDBA and the City have worked diligently to make open air safe and successful so please help spread a positive message when possible. Also when marketing let's show people following the rules.

### • Communal Art Project

- Gigantic Success. Raised nearly \$6,000 from member business sponsors. Received 104 art submissions from the community. Reached over 100,000 people on Facebook. Publicly honored 7 People's Choice winners and 6 Committee's Choice members. The City of Davis Arts Commission honored 2 more winners to have their art used for the 2 new Portland Loos. The commission also honored 23 pieces of art to be displayed in the old Watermelon Music location's window. And we chose even more artists' designs for postcards and stickers. THIS WAS AN UNBELIEVABLE SUCCESS!

### • Open Air Davis

- Wow, it's been 6 weeks since we began Open Air Davis. G street is usually fairly busy. There are well over a dozen businesses offering outdoor services along G Street, 7 of which are within the area closed to traffic during the weekends. Every Friday, Saturday and Sunday there is a steady flux of people eating out and occupying the outdoor seating.
- 2nd Street has gotten attention, but in fits and starts. Mishka's appears to have heavy patronage and customers love to lounge in the open space. Davis Wine Bar and the UC Davis Store have also utilized outdoor space; however, other retailers seem to have reservations about the amount of work and staff hours required to setup outdoors especially in the extreme heat in the middle of the day.
- We continue to emphasize that the Open Air Davis program is much more than the two street conversions that take place on G and 2nd Streets. OAD is also an organic collective response to state and county restrictions on businesses which includes dozens of pop-ups and outdoor spaces throughout the downtown. Open Air Davis is any place and any time a downtown business offers individuals and families accommodations in an outdoor, fresh air atmosphere. Currently we have 72 participating businesses including restaurants, retailers, fitness studios, salons and a barber. For more info and a list of participating businesses visit [www.OpenAirDavis.com](http://www.OpenAirDavis.com)
- Marketing implemented: We have our website. We have done social media posts. We printed 2 huge banners and a couple dozen lawn signs that are decorating downtown and unifying us through communal branding. Wendy Weitzel has been very supportive by mentioning OAD weekly in her Comings & Goings column. Brett and I have pounded the pavement and been in constant conversation with member businesses to help them expand outdoors when they've expressed interest.

### • Gifting Solutions & Partnerships

- Partnership opportunities exist. We have been approached by multiple entities and are planning to offer them a guide that includes all downtown businesses with digital gifting solutions. This has and will continue to keep dollars from leaving our community.

**• Marketing Simplified Seminar & Follow Up Workshop**

- We had 22 people show up to the initial workshop on June 30th. Vanessa presented brand new material specifically to help businesses market themselves online during COVID-19, keeping in mind that business owners would need a simple streamlined approach that they could implement once a week in about 1 hours time. After the seminar we uploaded the recording to facebook and tagged a couple hundred member businesses to give them access to the content. We then scheduled a follow up workshop on July 2020. This was for people who started to implement the method but wanted to review the process and ask Vanessa questions. About 9 people showed up. We are extremely grateful for Vanessa's generosity providing the seminar, workshop and downloadable resources completely FREE!

**Promote Member Businesses**

- Through social media alone we have promoted at least 45 member businesses in July.

**Items for follow up:**

**Next Zoom Meeting:** August 6th,  
@ 9:00am

**Zoom Meeting:** ID: 912 974 4304  
OR Dial in: +1-669-900-6833