



DAVIS DOWNTOWN

Marketing & Outreach Committee Meeting Minutes

Thursday, November 3rd @ 9:00AM

Chair: Vacant

Co-Chair: Lori Prizmich, lori@loriprizmich.com

Location: Join via Zoom Meeting

1. Welcome / Roll Call
 - A. Board: None
 - B. Staff: Brett Maresca, Autum Foss, Kendall Doten, Katelyn Willoughby
 - C. Attendees: Paul Takushi, Natalie Nelson
 - D. Welcome Katelyn Willoughby as new Marketing Manager
2. Approval of Minutes & Agenda
 - A. October Minutes
 - B. November Agenda
3. Public Comment
 - A. None
4. Event Review
 - A. Thursdays in The Davisphere (Brett)
 - The goal of this event series was to begin building a brand, engage with the community and increase our following & marketing reach; all of these goals were reached/exceeded during the past 9 weeks with huge spikes in our following and reach through social media and our newsletter
 - We have had the opportunity to engage more with the UC Davis student community through this event series
 - We filled the gap left from the previous Wednesday night Picnic in the Park events with a new, electric energy and big draw through live musical performances
 - Downtown bars & restaurants saw an impact from the Thursday night events with an uptick in customers after 9pm

- Moving forward, The Davisphere will become more of a known brand and not just “Thursdays in The Davisphere”. We plan to do different kinds of events on different days in various locations downtown. It won’t always be a big concert, but more of an overall brand for the experience and energy in Davis. We hope that this will provide the opportunity for other downtown businesses to get involved, especially those who couldn’t participate in the Thursday night events in Central Park

B. Downtown Spooktacular (Autum)

- DDBA sponsored the Zombie Bike Ride After Party in E Street Plaza. We are still waiting on an update from Aaron Wedra on the success of the event
- We hosted the annual Treat Trail on October 31st. 55 downtown businesses signed up to participate, and some businesses who did not sign up for the map still handed out candy and participated
- A lot of families were walking through downtown visiting various businesses
- The UC Davis Princess Pals came to E Street Plaza to interact with kids and served as a fun stop on the trail
- Paul reported that the Treat Trail was a great opportunity to engage with the community. Logos Books is not usually open on Mondays, but they took the opportunity to participate in the trail as a marketing opportunity. Logos Books handed out children’s books instead of candy - Paul reported giving away 300 books

5. Upcoming Events

A. November ArtAbout (Natalie)

- Friday, November 11th (Veteran’s Day) - some businesses may be closed that day, but the galleries are hopeful for a successful event with a good turnout
- Holiday market will be incorporated with handmade gifts and other arts & crafts
- The Davis Dirt is going to print in December and has been a great resource in promoting the ArtAbout and other DDBA events and promotions; to evaluate option of print advertising

B. Shop Small Weekend (November 25-27) (Autum)

- 3rd annual Shop Small Weekend Raffle will be three days (Friday-Sunday) where shoppers will get raffle tickets from participating businesses which can be used to be entered into our prize drawing
 - \$500 and \$250 prizes will be awarded
- Katelyn asked about the DDBAs participation with Giving Tuesday. This event is an opportunity to boost donations for nonprofits and give back to the community

C. December to Remember (Autum)

- Elf on the Shelf
 - Fun interactive winter activity for families that will allow people to visit downtown businesses
- Window Decorating Contest
 - December 1st is the City Tree lighting ceremony, we will have businesses decorate their windows by this date
- Wreath Decorating Contest
 - The DDBA will provide materials for winter wreath decorating. Participants will have a weekend to complete their wreath and turn it back into the DDBA. Last year, we hung all of the wreaths in the window of the DDBA office.
- Art & Book Exchange
 - This activity wasn't very successful last year, so we won't be repeating it in 2022

6. Marketing Growth / Trends (Kendall)

A. Analytics Overview

- Social Media has continued to increase in followers, likes and engagement every week
 - Instagram: 4,400 followers
 - Facebook: 10,690 page likes
- Newsletter
 - Mailchimp: 2,781 subscribers
- Katelyn believes we will continue to move with this momentum and keep engaging with our audience. Putting together a solid marketing plan and organizing our background systems/technology will be very helpful for our team and growth

7. Miscellaneous Outreach

A. CPTED Grants Program (Safer Davis 2022)

- Applications were due on Friday, October 28th - 44 businesses got an abridged CPTED assessment conducted by Detective Ron Trn with Davis P.D. and 19 businesses submitted applications to the DDBA
 - We are currently working on evaluation of the applications and will award businesses in the next couple of weeks
- Our goal is to provide safety improvements to as much of the downtown as possible. Part of this goal will be achieved through cleanliness and landscaping, which can help with crime prevention
- We hope to increase our contact database with this program

8. Collaborations, Sponsorships & Advertising

- A. No new collaborations to report - our current collaborations and partnerships are ongoing and helpful with our upcoming events and programs
- B. No new sponsorships to report - ArtAbout and UC Davis Arboretum are two ongoing sponsorships that we have at the moment
- C. Advertising for Shop Small Weekend and December to Remember is a work in progress for DDBA staff and updates will be coming soon
 - Katelyn is working on creating a clear and strategic advertising and sponsorship process/schedule moving forward

9. New Business

A. Davis Downtown Gift Card Program

- Brett and Katelyn have been working on a new gift card program to replace and improve our old gift card program from 2022
- There are a lot of benefits with the gift card program, including encouraging the community to shop locally and driving business to our downtown core
- The challenge has been creating a seamless structure for all participating businesses, as well as figuring out pricing and POS systems
- Visit Truckee Tahoe has a great program currently in place - Katelyn is going to talk with their gift card lead today to get more information on how they accomplished their program and what we can do to create something similar in Davis

- We will soon know if this program will be feasible for Davis
Downtown
- We are moving toward an eGift Card that will be accessible via email and
text messaging which hopefully will make it easier for everyone to use

10. Old Business

- A. None

11. Adjournment

- A. Meeting adjourned at 10:01AM
- B. Next Meeting: Thursday, December 1st @ 9:00AM