826 2nd Street Davis, CA 95616

Mailing Address: PO Box 72497 Davis, CA 95617

(530) 756-8763

Marketing Meeting Minutes

May 6, 2021

Online Zoom Meeting Platform

1. Welcome
    - Meeting starts at 9:03am
    - Roll Call: Yelena Ivashchenko, Aaron Wedra, Autum Batton, Chloe Ebarb, Sarah Worley, Shelli Ramos, Dawn Coder, Sumei Yee

2. Review of Minutes & Agenda
    a. Yelena Ivashchenko motions to approve the minutes
    Wendy Weitzel seconds the motion
    b. No changes to the agenda are made

3. Public Comment
    Leslie Crenna:
    - Communications manager with Cool Davis, looking to grasp a sense of the group and hopes to work together to reach shared goals

    Laurie Pederson:
    - Cal Aggie Publication will resume publishing and prints in September

4. Mother's Day Activities
    Aaron Wedra, Autum Batton, & Yelena Ivashchenko report:
    - 4 raffle baskets worth over $150
    - Team will be out in E Street Plaza with Black Frog Coffee and Strelitzia flowers
    - Chalk art squares available from 11-2
    - Promoting individual member promotions

5. Misc. Marketing
    Aarlon Wedra & Sarah Worley report:
    - 35 businesses highlighted last month
    - Adopt-a-plantar marketing

DAVISDOWNTOWN
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- Shop Local campaign (banners/lawn signs)
    - City Hall, City Commons, Bicycle Hall of Fame, Sudwerk)
    - 18”x24” or 8.5”x11” versions available of orange, pink, green being offered to businesses for windows
- Revitalization of ‘Welcome to Davis’ sign

6. Sigma Alpha Epsilon Pi
   Aaron Wedra reports:
   - Staff/Board approached by sorority to become beneficiary of Sigma Spring Fest (open donations, ticket sales, & sponsorship opportunities)
   - Creating a relationship with greek life and UCD students
   - Virtual event takes place 5/28

7. Healthy Davis Together
   Autum Batton reports:
   - Purchasing of gifting incentives ends 5/7
   - Over 200K spent in gifting incentives
   - Takes 5-10 minutes to sign up online

8. Graduation Activities
   Yelena Ivashchenko reports:
   - Goodies for Grads (March)
   - Davis Safari Scavenger Hunt (April)
   - DJUSD decided against parade this year
   - Will have real prom & in-person graduation

9. Ambient Music
   Aaron Wedra reports:
   - Saturdays in E Street Plaza
   - No vocals or wind instruments
   - June 19th is next booking

10. Looking Ahead
    Autum Batton reports:
    - Father’s Day Pub Crawl (6/19)

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- Pride Month
- Annual Retreat (6/24)
- Burger Battle/Sidewalk Sale

11. New Business
    - None

12. Old Business
    - None

13. Adjournment at 9:53am
    - Next meeting on June 3 at 9:00am