



## 3/11 DDA Marketing Team Meeting Notes

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Date: 3/11/26

Location: Ruth Crowe Artist Gallery

Those in attendance:

- Alexia Dawson
- Cindy Miller
- Jim Babcock
- Ruth Crowe

### **Discussion Points:**

- Wellness Day Banner design to ready it for submission.
- Quick brainstorming about additional components to add to Wellness Day. Two have budgets attached, which will be submitted.
- An update on Wellness Day and a brainstorm of how/when to best promote this event through social media, flyers, banners and video
- Created a marketing timeline for Wellness Day
- Reviewed Vision/Mission/Org Values and Marketing Tagline that Jim and Alexia created. Gathered team's feedback. Will update and send draft to Randy for next week's DDA meeting.
- Discussed our proposal for hiring a part-time person (consultant) to take our marketing ideas and bring them to life through design and social media/website postings.