

7/15 DDA Marketing Team Meeting Notes

Date: 9/16/26, 10:30 – 11:30 am

Location: Alexia's House

Those in attendance:

- Alexia Dawson
- Jim Babcock
- Cindy Miller

Discussion Points:

- Marketing Schedule
 - Discussion about the upcoming events and continued building out our social media marketing schedule as follows:
 - Thu 9/17 – Michigan Downtown Day Post (with reminder about Bucket List challenge)
 - Fri 9/18 – Street Performers Night Final Reminder
 - Sat 9/19 – Distinctly Douglas Episode 4
 - Mon 9/21 – Michigan Downtown Day Reminder
 - Sat 9/26 – Michigan Downtown Day Final Reminder
 - Mon 9/28 – Second Saturday Event and Save the Date (includes 50th anniversary of Gallery Stroll and Oktoberfest all bundled in one)
 - Wed 9/30 – Pumpkin Carving Event and Save the Date
 - Mon 10/5 – Second Saturday video
 - Wed 10/7 – Second Saturday reminder
 - Sat 10/10 – Second Saturday Final Reminder
 - Mon 10/12 – Pumpkin Carving Reminder
 - Sat 10/17 – Pumpkin Carving Final Reminder

Note: Halloween parade posts will be shared from their page

- Branding Review
 - Yesterday, Randy Walker, Alexia and Jim attended an initial review of some branding concepts from our outside consultant, Well Design (based on a feedback meeting last month)
 - In this meeting, we shared the concepts with Cindy and she will provide her feedback directly to Well Design.

- Farmer's Markets:
 - There are two Tuesdays left. Cindy will cover the Douglas Booth 9/22 and Jim will cover 9/29.

- Distinctly Douglas Video Series
 - 4th episode has been filmed and edited and will be out on Saturday 9/19.
 - The next video will feature Lost & Found and will be produced and posted by the end of this month.