

4/15 DDA Marketing Team Meeting Notes

Date: 4/15/26, 10:00 – 11:00 am

Location: Ruth Crowe Artist Gallery

Those in attendance:

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

Discussion Points:

- This meeting was dedicated to the Wellness Day event and its marketing with the following discussion points:
 - Cindy led a discussion so we could review the day's activities to better understand the breadth of the event
 - Cindy is checking business to business to see if they plan to participate and if so, how.
 - Save the date FB/IG post is scheduled to go out Friday, 4/17 – Jim is going to check with Gemina to see if she can design a post that matches the gateway banner that has already gone to print (thank you Brittany for assistance with this).
 - Jim will work with Gem and write the text.
 - Cindy and Ruth are checking with local restaurants for their hours for that day.
 - Ruth shared the live music plan for Art in Douglas so it will complement the live music plan for the Wellness Day.
 - Alexia dropped off Forms at City Hall for Wade's Bayou and Beery Field.
 - Discussion around the remainder of Wellness Day marketing (video, Detailed FB/IG post, FB/IG reminder post).