

7/15 DDA Marketing Team Meeting Notes

Date: 7/15/26, 10:30 – 11:30 am

Location: Ruth Crowe Artist Gallery

Those in attendance:

- Alexia Dawson
- Jim Babcock
- Ruth Crowe

Discussion Points:

- Second Saturdays/Art in Douglas:
 - Discussion around rebranding it with emphasis on Second Saturdays to make it more of a broader Downtown Douglas-wide event...but still making a major component of the day the Art in Douglas stroll.
 - Determining how we can better market the next 3 Second Saturdays (August – October)
 - For August 3 – plan to create a video to advertise...it will be filmed without using dates so we can use it for each month.
 - Working on a new AI designed post to brand it Second Saturdays and mention all the components (live music, Galleries, shops open, restaurant hours, etc.)
- Farmer's Markets:
 - Determined we would have a tent and table for next week (7/21)
 - Jim at the booth (in a rubber duck costume to bring attention to duck dash) handing out flyers and sporadically handing our giveaways and discounts to restaurants.
 - Ruth is working on the restaurant discount coupons
 - Alexia is reaching out to arrange for tent and table.
 - Alexia working with Lisa on making changes to the event list flyer.
- Distinctly Douglas Video Series

- First one (for Adorn) filmed and edited. Getting feedback and then will post.
 - Alexia created a letter about the series to distribute to all DDA businesses, giving them the heads-up and instructing them on how to be part of a future video.
 - Antonio did the filming and editing. Angela at Adorn paid him \$125 and he will invoice the DDA for the remaining \$125. He is charging \$250 per video which we feel is extremely reasonable.
 - Jim will be working with the CVB to see if they would like to use the videos.
- Duck Dash
 - Jim is filming a video to advertise this. Originally it was going to be filmed on 7/17, but due to the smoke, it's been postponed until 7/19 for posting on 7/21.
- Inter-Urban challenges
 - Ruth updated the team on the challenges with the Inter-Urban free shuttle from Douglas to Saugatuck and back to Douglas schedule.