DOWNTOWN DEVELOPMENT DISTRICT
MARKETING COMMITTEE MEETING
Tuesday June 29, 2021 – 11:00AM
Zoom Teleconference

Roll taken, Quorum present – Meeting called to order at 11:01

Members Present: Cleveland Spears, Gregory Curtis

Members Absent: Michelle Craig

Staff/Counsel Present: Richard McCall, Devona Dolliole, Shantel McCormick, Joshua Vairin

Other Staff Present: N/A

Members of the Public: N/A

Notice: The time, location, and agenda had been adequately and publicly noticed.

Call for Public Input Cards: N/A

Action Items – N/A

Update on Request for Qualifications – Marketing Services – Devona Dolliole, Director of Communications gave report. DDD received 7 proposals during RFQ. All meet the requested qualifications. Commissioner Spears will send the final scoring sheet to Communications once complete and then DDD will send responses to the proposers.

Promotion Features – The DDD's next Business Spotlight will be Hertz Investment Group. (To drop in July). Next cooking demo will be with chef from Palace Café in DDD's "Dine Around Downtown." Promotions continue with "Share the Downtown Experience," "Happenings in Arts District," and "DDD at Your Service."

Holidays - DDD is currently planning to bring back the Lighting of Downtown, Movies on the Mississippi, and a Holiday Concert at Harrah's Casino. Riverwalk and Harrah's Casino have committed to partnering with the DDD in their respective events.

Advertising – We have around $85,000 in budget for advertising. Planning to start promoting in early December through TV, Radio, Digital and Social Media. Krewe of Jingle Parade will not occur this year due to costs. Discussion occurred about whether we should use our budget to promote in the Fall or closer to the Holidays. Holidays was the preferred timeline to promote. Commissioner Curtis asked about plans to increase this budget. Richard McCall said we're about

to look at our budget reforecast for the remainder of 2021 and hopes to send more dollars to Marketing.

Meeting Adjourned