



UDI Marketing Committee Meeting
Tuesday, February 7, 2017 | 10 AM
Uptown Office | 3600 McKinney Avenue, Suite 210

Members Present: Jess Dudley, Sarah Elias, Robert Wright, Julius Pickenpack filling in for Robert Bagwell, Noelle LeVeaux via conference call, and Marty Martinez via conference call

Other parties in attendance: Nolan Marshall staff, Peyton Shea staff, Anita Simmons staff, Bailey Sanders staff

Members absent: Benji Homsey, Joshua Matthews, and Renaue Thompson

- I. Welcome and Introductions
- II. Strategic Plan- Nolan Marshall
 - a. Using the Strategic Action Plan Tracking Document, Nolan reviewed the process going forward with the staff and board to produce a new strategic plan.
 - b. Robert stated he found the Marketing Professional Breakfast event from 2015 very successful and suggested more events similar to that.
 - c. Anita touched on how we want to move forward with conducting relationships with the press with press tours, a press breakfast, etc.
 - i. As of now, events being used to stimulate this relationship are the Griggs Park Playground Opening, Pay It Forward Event, etc.
 - d. Anita discussed the need for brand awareness which could really benefit from conducting surveys with the Uptown residents and business owners to get a feel from what they truly want from Uptown Inc.
 - e. Noelle stated she wants to utilize the committee and their experience in developing a media policy to aid the organization in making better decisions on a PR and communications basis.
- III. Brand Development- Noelle
 - a. Noelle stated the importance of conducting surveys and quantitative and qualitative analysis with the residents of Uptown both owners and renters.
 - i. Jess recommended utilizing the apartment complexes and companies during their monthly meetings, brunches, etc. The people who attend are the people who would care to participate in these focus groups

- ii. Noelle reminded the group that the purpose of these surveys is ultimately discovering how to capitalize on the growth in Uptown. However, we need to decide what information we need to get us these results.
 - 1. Anita will be developing and sending out goals for these surveys
 - 2. Nolan reminded the group of the benefit of discovering how to involve the people who aren't necessarily the normal, usual resident who come to events or normally voice their opinions

IV. Engagement- Noelle

- a. Anita touched on past goals and solutions from previous years in engaging people and getting Uptown Dallas Inc. awareness out there. This included emphasizing events, social media, etc.
- b. Noelle asked the group what they see around Uptown that really draws in residents, business owners, and visitors.
 - i. Robert stated that general awareness is still needed. He discussed how at the Night Out event, people were often asking who put the event on, what that origination was, and what UDI does.
 - ii. Anita discussed how encouraging people to sign up for the Uptown Dallas Inc. newsletter at every event and interaction. The new website has really aided in this engagement process.
 - iii. Sarah brought up Whole Foods initiative to capitalize on the "influencer" crowd. They used the social media accounts of these influencers to reach a broader audience. Whole Foods also utilizes the blogger crowd in Dallas. They hosted an event with this group to get them posting and circulating their business.
 - iv. Sarah had an event idea to host a garden party at Griggs Park. Have the new shiny things, sustenance, and the ability to plant a flower or something similar themselves to draw this influencing crowd in.
 - v. Julius had the idea to host a tour or scavenger type event to familiarize the influencers to the entire district along with the individual neighborhoods.
 - vi. Noelle stated that these familiarization tours are so beneficial for awareness.

V. 2017 Events Overview- Peyton

- a. The Griggs Park Playground Opening
 - i. Peyton discussed the initiative to involve local schools in these kinds of events to really show the community that Uptown is family oriented.
- b. Family Fest

- i. Peyton touched on her goal to involve the Dallas Zoo and similar organizations to really bring out the families
 - c. Event Sponsorships
 - i. Using the Sponsorships & Benefits Package, Peyton reviewed the various events and their desired crowd and sponsor
 - ii. Yoga in the Park, KIDDOS Carnival, and Movies in the Park will utilize business sponsorships
 - iii. The Urban Table Dinner will be more of our fundraising event utilizing ticket and table sales.
 - 1. Anita asked the committee to review ideas on how to market this event and the benefit the fundraising will have on UDI.
 - iv. Uptown Block Party
 - 1. Peyton reviewed the feedback from the attendees of last year's event.
 - a. The main concern was that there was no alcohol. Peyton suggested having this on another date other than the same night as Night Out. Robert said the best way to make people stay is having alcohol. People come to see but leave when they don't have that source of entertainment.
 - b. Sarah suggested having a kick off or an exclusive area for the influencer or bloggers to be at the event to draw them in.
- VI. Sponsorships- Peyton
 - a. Sponsorship Contract
 - i. Peyton asked the committee to review the various packages and the agreement and let her know if there are any reviews or suggested edits.
- VII. Other Items
 - a. Anita informed the group that next year is UDI's 25th Anniversary. She asked the committee to keep this in the back of their mind and start thinking of ideas for events and ways to market this milestone.
 - b. Anita touched on the upcoming Public Art Committee meeting, and what they plan on discussing and implementing.
 - i. Anita brought up that there needs to be more awareness of the public art in Uptown, and that a lot of residents aren't aware of the various public art pieces around the district.
 - c. The committee discussed the next meeting date and time.
 - i. The next UDI Marketing Committee meeting will be May 3, 2017 at 10AM.

VIII. Meeting was adjourned at 10:58AM.