

Relaunch Sebastopol - Update 9/12/22

Here's an update of Relaunch Activities.

May

- Launch of VisitSebastopolNow.com
- Launch of Instagram and Facebook associated with visitsebastopol
- Relaunch Sebastopol Marketing Plan developed by Colleen Martell
- Picturing Sebastopol Photo Contest going on

June

- Picturing Sebastopol Photo Contest winners selected
- Town Party on June 18
- Continued additions to VisitSebastopolNow.com and associated social media

July

- Coding to make calendar work better on VisitSebastopolNow (VSN) website - July 1
- Work with SDA to rescue Sidewalk Faire at last minute - July 13-16
- Created new Relaunch workplan - delivered July 18
- Picturing Sebastopol Exhibit- communicating with photographers, framing 40 images, creating posters and doing marketing for the event, which happened on August 14 & 22

- Start marketing engine on VSN by creating update-able sections – blog and “What’s happening this week” calendar and doing social media based on that.
- Interesting discussion with Healdsburg Public Works re keeping downtown clean. He invited us to take a tour.

August

- Continue getting ready for Picturing Sebastopol - Aug. 1-22
- Landed “Best Day Ever” article in the San Francisco Chronicle (Colleen Martell supplied the reporter with ideas and information). Did associated social media based on this fantastic article.
- Went to SDA public meeting
- Met with the non-profit committee (CBO) updating them on progress – August 17
- Work with Absolute Statuary on downtown beautification demonstration project, installed on Sat., Aug. 20. Created flyer to educate folks about that project.
- Continue stoking the marketing engine for VSN website, including test ads in Berkeley and San Francisco.
- Create flyer for Façade Improvement and walked/drove it around to businesses around town.
- Met with ad hoc committee and announced three new projects: a Sebastopol video, “activating” the plaza, and art for downtown.

September

- Met with Brown Barn Films regarding video about Sebastopol for website and social
- Continue stoking VisitSebastopolNow with new content, particularly the front page “this week” section
- Continue social media work, including a follow campaign on Instagram, and Facebook and Instagram ads about Sebastopol in Berkeley and San Jose, leading to VisitSebastopolNow.com.
- Met with Mark DeSaulnier of SCCC to discuss “activating the plaza” by having SCCC (and other non-profit) classes there.

FOR FUTURE:

- Completion of video by Brown Barn films for VSN and Social
- Activate the Plaza with classes
- Begin business website and marketing
- Murals on buildings coming into east entrance to town (Napa Auto Parts, in particular and Gryphon’s Nest)
- Patrick Amiot art downtown
- Work with SDA to expand the business district