

PROMOTION COMMITTEE

AGENDA

August 7, 2020 at 8:30am

Zoom Meeting

Chairperson: Tevia Oskin

OBMA Mission Statement:

To promote and support local business and economic vitality in the Ocean Beach community.

Promotion Committee purpose:

To improve consumer, merchant and resident confidence in Ocean Beach through a unified image created by an exciting variety of activities. This committee is dedicated to creating advertising campaigns, implementing special events, and promoting the business districts.

AGENDA

General Marketing/Public Relations Updates

- Brown Marketing –

Outdoor Dining in Ocean Beach

- Guide includes members who are utilizing their patios, sidewalk cafes, pedestrian plazas and/or parking lots. Guide is updated weekly.
- Dining guide is available on our website.
- Dining guide has been sent out via Facebook and E-News.

Member Resources

- Pandemic related member resources tab on our website continues to be updated on a regular basis.
- Pandemic related member resources continue to be sent out to our members via email on a regular basis.

Video Marketing

- **CC & Matt** – Video chats – when do we think this can resume?
- **OB Eats** – do we want to bring Johnny Caito in to promote Outdoor Dining in Ocean Beach?

Website – Josh Utley, Intrepid Network

- Website report

Friends of Ocean Beach Campaign

- Clean & Safe Committee is working on a Friends of Ocean Beach campaign.
- Funds received through this campaign will go towards the Clean & Safe program, such as security, power washing the streets, and possibly an Ambassador program.
- The board will vote to approve moving forward with this campaign at the August BOD meeting.
- We need ideas to promote this campaign.
- We need a logo and products to support this campaign.

OB Parrot Mascot update

- See attached artwork
- Marianne with Seams to Me can create the cape and head piece
- Timeline to roll out the mascot

(OVER)

Bringing new products to market

On the good news front we sold \$2,393 in promo products during the month of June 2020.

- **Puzzle** –
 - Chris Mannerino's Rainbow image will not work for a puzzle.
 - See sample of colorful artwork which depicts many aspects of Ocean Beach.
- **Holiday ornament** –
 - Brainstorm ideas for an upbeat holiday ornament. Use parrot mascot or puzzle image?

Advertising Representatives:

- **Beacon** – Mike Fahey
- **PL-OB Monthly** – Cheryl Troncellito

San Diego Community Newspaper Visitors Guide

- We don't know enough information about our budget to know if we will have funding for the Visitors Guide.

OB Farmers Market

- Modified market is open every Wednesday from 4pm to 8pm
- Volunteers needed each week

Committee Goals for FY21 which is July 2020 through June 2021

ON HOLD

OB Brew Hop –

Breweries, Bands and Food Tasting located in 3 parking lots throughout OB such as Hodads, Pizza Port and Mallory's.

Committee Goals for the Year:

- Promote local businesses at Farmers Market
- New marketing effort for the Clean & Safe Program
- 2020 Shop & Dine Card -Done
- Design Street Fair logo for 2020-Done

UPCOMING EVENTS

- **Sundowners** have been postponed until it is safe enough to have one.
- **OB Oktoberfest Oct 9-10, 2020** – Cancelled. The City of San Diego is not issuing Special Event Permits.