

PROMOTION COMMITTEE

Meeting Minutes

September 4, 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 – Brown Marketing will be focusing their efforts on promoting the 'Friends of OB' campaign which will launch mid-month. Brown Marketing will create and distribute a press release.

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 is sent out via Facebook and E-News
- Dining guide was featured in the PLA newsletter in August
- Kristen Keltner contacted Johnny Caito with OB Eats regarding a video highlighting Outdoor Dining in Ocean Beach. He's will have a proposal to be by Friday, 9/11/20. Our goal is to complete this project by the end of September. Update-The BID for this project was in the thousands of dollars. The promotion committee agreed we need to look at alternative options to promote the restaurants, along with promoting retail and services
 - The following restaurants are in the process of applying for Outdoor Dining Permits: Hodads and NOVO.

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?
 - CC & Matt will discuss resume Video chats and focus on retailers and services.
- **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.
- The BOD approved moving forward with the campaign in partnership with The Peninsula Alliance.
- We need ideas to promote this campaign.
- This campaign will launch mid-September.
- OBMA Booth at Farmers Market to promote Friends of OB and accept donations. Need volunteers for the booth beginning mid-October.

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
- OBMA team needs to check with OBTC and OB Historical Society regarding naming the parrot OBIE
- **Update - OBMA will roll out the OB Parrot Mascot in early 2021. New Year – fun parrot!**

Bringing new products to market

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

- **Puzzle –**
 - See sample of colorful artwork which depicts many aspects of Ocean Beach.
 - 1st run will now be 1000
 - Price point will be \$28.95/each
 - We will begin selling the puzzle the 1st of November
 - **We will begin marketing and taking pre-orders in mid-October.**
- **Holiday ornament –**
 - Brainstorm ideas for an upbeat holiday ornament. Use parrot mascot or puzzle image?
 - Utilizing the Ocean Beach portion of the puzzle for the ornament.
 - **OBMA will send out final design to the promo committee once it's available.**
 - **Suggestions - Wave less pointy and waves in the back.**
- OBMA office is working on merchandise one sheet and the narrowed down merchandise

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.
 - **There have always been two guides.**
 - **Combining guides this year which will provide an increase in distribution by 5k.**
 - **1st Run – Nov. 1st 2020**
 - **2nd Run – Feb. or March 2021**

OB Farmers Market

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

Add on Idea

Retail & Services Task Force

Volunteers from the OBMA committees reach out to retailers and service providers with a walk-in visit:

- How are you doing
- What can OBMA do to help your business

OBMA Weekly Web Series via Zoom

General Idea:

- Weekly or Bi-Weekly on a Tuesday from 9:00am – 9:30am
- Guests speaker each week
- Open up to questions for the last 10 minutes
- Keep these short and to the point, record and send out to membership who did not logon for the live webinar

Committee Goals for FY21

- New Parrot Mascot
- Puzzle
- Holiday Ornament
- Friends of OB Campaign
- Update merchandise on the website
- Merchandise one sheet sent to current customers and past customers
- Contact merchants to carry their best selling products

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.