

PROMOTION COMMITTEE – Agenda

January 3, 2020

8:30am

OBMA Office, 1868 Bacon Street

Tevia Oskin, Chairperson

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

1. **Holiday** – wrap up about window decorating, acknowledging, participation. Thank you Carol, Mike F., Tracy, Kristen, and Joey for delivering the Certificates of Festiveness to our members.
 - Taking down the Xmas decorations on Newport Saturday, January 4th at 7am at the office. Then breakfast at Margarita's afterwards.
2. **Annual Awards Celebration** will be January 23rd 2020. Save the date.
 - Work plan:**
 - Theme - A Vision for OB 2020
 - Sponsors – Union Bank (main), Newport Ave Optometry, Brown Marketing & Ocean Villa are event sponsors. 15 table sponsors have been secured.
 - Put together the Powerpoint presentation –
 - Design the Program in early January
 - Decorating the hall – balloons, tablecloths, order decorations like Kaleidoscopes, glasses, light sticks.
 - Order the frames and awards.
 - Promo and EV Committees usually decorate the hall and help us clean up. Who will sign up?
3. **Annual Marketing Breakfast** - Tuesday, February 4th, 2020 - 7:30am breakfast, program starting at 8am-10am
 - We need set-up volunteers – who would like to volunteer?
 - Dirty Birds is the location for the Marketing Breakfast.
 - Newport Ave. Optometry will be the sponsor.
 - Theme of the marketing breakfast: A Vision for OB 2020 to continue throughout the year.
 - Brown Marketing is working on the slide presentation.
4. **General Marketing/PR** –Brown Marketing
5. **2020 Shop & Dine OB Card** – We have 11 participants and the cards have been printed. We are starting to push the cards out to the public. All the proceeds will go to the Clean & Safe Program. The cards are \$35 each.
 - Ideas to help get the word out – window posters for participating businesses, article about the program online and in newspapers, ads.
6. **Street Fair 2020** - Logo.
7. **Video**
 - **CC & Matt - videochats**
 - **Johnny Caito – OB Eats**
8. **Website** – Josh Utley, Intrepid Network
 - Reviewing website: committee members – go on the site and check sections to make sure that the information seems current and interesting.
 - Bringing the website up to ADA standards.
 - Update on hotel camera

(OVER)

9. **Advertising Representatives:**

- **Beacon** – Mike Fahey
- **PL-OB Monthly** – Cheryl Troncellito
- **OB BizMaps** – Brad Fernbaugh
- **CityBeat** – Steve Persitza
- **San Diego Magazine** – Mike White

10. **OB Farmers Market:**

- **Farmers Market to Storefront Success Stories** –

11. **ON HOLD _ OB Breweries & Burgers Event – no update yet** Breweries collaboration/burger competition event in early planning stages – fundraiser for OB Clean & Safe Program, will meet with breweries and burger places to get specifics worked out. What we do know: ticketed event, in a parking lot.

12. **Upcoming Events:**

- **Car Show in South OB** – tabled until late 2020 at the earliest

Committee Goals for the Year:

- Promote local businesses at Farmers Market
- New marketing effort for the Clean & Safe Program
- 2019 Shop & Dine Card DONE
- 2020 Shop & Dine Card -
- Pets of OB banners DONE
- Design Street Fair logo for 2020

UPCOMING EVENTS

- Taking down holiday decorations on Saturday January 4, 2020 at 7am. Meet at OBMA office.
- Springboard West 2020 – music mentorship event hosted in January, a benefit for Pioneer Day School with 50 bands from all over the country staying in OB.
- Next Promo meeting: Friday, February 7, 2019 at 8:30am
- Sundowner is at Belching Beaver on Thursday, February 27, 5:30 to 7:30pm