

PROMOTION COMMITTEE

AGENDA

October 2, 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

Outdoor Dining Guide is available at www.OceanBeachSanDiego.com.

- The following restaurants are in the process of applying for Outdoor Dining Permits: NOVO, OB Noodle House 1502, and Belching Beaver.
- Tony's opened their Pedestrian Plaza in late September. Their food is coming from The AZ.

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 – Update

- FriendsofOB.org has launched as of 9-25-2020.
 - We have received five business donations and five individual donations as of 9-30-2020.
 - We will begin to recognize donors on the website in mid-October.
 - Thank you letters will be sent out by the 5th of each month for donations received the previous month.
- We need ideas and merchandise to promote this campaign!

Bringing new products to market

- **OB branded products from our local businesses** –
 - Need to contact local businesses about putting an item on in our online store. The item would need to be branded and obviously an OB product. Since we get a lot of interest in our online store, this might be a great way to feature products from our stores.
- **Puzzle** –
 - 1000 units – Should retail be \$28.95 or \$29.95 – available Nov 1st.
 - What should we call the puzzle? OB Puzzle? Ocean Beach Puzzle?

(OVER)

- **Holiday ornament –**
 - Ornament has been finalized. It will be 2-3/4” round with the 2020 on the back. Retail \$25

OB Parrot Mascot update (will roll out in early 2021)

- **Need to work on this project –**
- OBMA team needs to check with OBTC and OB Historical Society regarding naming the parrot OBI
- Marianne with Seams to Me can create the cape and head piece
- Timeline to roll out the mascot

Advertising Representatives:

- **Beacon –** Mike Fahey
 - **San Diego Community News – Visitors Guide** - when do we need artwork ready.
- **PL-OB Monthly –** Cheryl Troncellito
- **Other**

OB Farmers Market

- Modified market is open every Wednesday from 4pm to 8pm
- Volunteers needed each week
- In November and December we will be selling puzzles and ornaments at the market too.

OBTC Annual OB Restaurant Walk Take-Out Edition

- OBMA is supporting the OBTC is securing restaurants and ironing out the logistics for this year’s “event”
- Dates: Monday, 11/9 thru Thursday, 11/12
- We will begin to promote this “event” to the community in mid-October

Committee Goals for FY21

- New Parrot Mascot - develop
- Puzzle – design and market
- Holiday Ornament – design and market
- Street Fair Logo 2021 – finalize design
- Support Friends of OB Campaign
- Add products on our website
- Merchandise one sheet sent to current customers and past customers with additional items to purchase
- 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.

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.