

# PROMOTION COMMITTEE

## Meeting Agenda

November 6, 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](http://www.OceanBeachSanDiego.com).

### 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
  - Feature Friends of OB booth at Farmers Market on 10/21/20 – complete. CC & Matt did a live stream video on Facebook. Really well received.
  - Idea for November & December - Feature retail for the holidays

### Annual Awards Celebration – January 28, 2021

#### ***Nominations***

- Need nominations from the promotion committee.
- We will vote in December's committee meeting.

#### ***Virtual Annual Awards Celebration***

- CC, Matt, Joella and Kristen are meeting in mid-November to discuss the “celebration”
- General Idea – Film the winners receiving their awards and string the videos together.
- Virtual celebration - Present final video to our members on 01/28/2021.

### Friends of Ocean Beach Campaign – Update

- FriendsofOB.org has launched as of 9-25-2020.
  - FOB has raised \$2,450. Our goal is \$10K by the end of 2020.
  - CC & Matt provided the community information at the Farmers Market on 10/21/20. We received two donations that evening.
  - We have begun to recognize donors on the website.
  - We will begin to recognize donors on social media in November.
- Ideas and merchandise to promote this campaign! Some of the ideas discussed last meeting were:
  - I am a Friend of OB Sticker
  - FOB Social Media Badge (created – need to send it out to donors via email)
  - Table drape for booth at Farmers Market (done-see page 3)

### **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 – Retail \$29.95.
  - Pre orders began on November 2, 2020
  - Puzzle will be available for sale at the OBMA Information Booth located in Mallory's parking lot on Wednesdays throughout November & select dates in December.
  - Puzzle arriving Friday, 11/6/20
- **Holiday ornament –**
  - Ornament has been finalized. It will be 2-3/4" round with the 2020 on the back. Retail \$25
  - Ordered 250 ornaments
  - Pre orders begin on November 16, 2020
  - Ornament is arriving in early December
  - Ornament will be available for sale at the OBMA Information Booth located in Mallory's parking lot on select dates in December.

### **Shop Small Saturday**

#### **OBMA will be participating in Shop Small Saturday on Saturday, November 28, 2020 as Neighborhood Champions.**

- The OBMA office will be open from 10am-4pm with an information booth for the community.
- Patrons who spend \$50+ in Ocean Beach on 11/28 before 4pm can enter a drawing to receiving a gift basket full of local goodies. Valued at approximately \$100.
- Merchants can pick up Shop Small swag at the OBMA office the week of Thanksgiving.

### **OB Farmers Market**

- Modified market is open every Wednesday from 4pm to 8pm
- OBMA Information Booth which will sell ornaments, puzzles and take FOB donations during the month of November and early December. Volunteers needed each week.
- We began educating the community about Friends of OB on 10/21/20.

### **Raffle**

- Look at SLO Raffle – great concept. Can we emulate it?

### **Website – Josh Utley, Intrepid Network**

- Website report

### **Advertising Representatives:**

- **Beacon – Mike Fahey**
  - **San Diego Community News – Visitors Guide**
  - New artwork for the OBMA ad has been submitted
- **PL-OB Monthly – Cheryl Troncellito**
- **Other**

### **OBTC Annual OB Restaurant Walk Take-Out Edition**

- Dates: Monday, 11/9 thru Thursday, 11/12
- Check in will be locate at the OBMA office Monday, Tuesday & Thursday
- Check in on Wednesday will be located at We Be OB on W. Point Loma

### **OBMA Holiday Decorations**

- Holiday garland and bow preparation by OBMA on Saturday, 11/14/20-Volunteers needed!
- Holiday garland and bows will be put up by OBMA on Saturday, 11/21/20– Volunteers needed!
- Cross street holiday decorations will be installed the week of Thanksgiving.
- Holiday banners will be installed the week of Thanksgiving.

**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

**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 due to COVID City, County and State guidelines and to ensure the health or

**Friends of OB Booth at Farmers Market**

