

PROMOTION COMMITTEE

Meeting Agenda

December 4, 2020 at 8:30am

Zoom Meeting

Chairperson:

CC Summerfield

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

Promotion Chairperson

CC Summerfield will be chairing the Promotion Committee moving forward. A huge thank you to Tevia Oskin for her time chairing the promotion committee, she will remain on the committee moving forward.

General Marketing/Public Relations Updates

- Brown Marketing –

Outdoor Dining in Ocean Beach

Outdoor Dining Guide is available at 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.
- We averaged 2-3 COVID related resources per week in November.

Video Marketing

- **CC & Matt** – Video chats
 - Next up - Videos of members who purchase an ad in the Beacon OB Gift Guide.
 - January – Videos of OBMA Award Celebration winners. Complete videos by January 8th.

Annual Awards Celebration – January 28, 2021

Nominees

- Additional nominee's for the promotion category.
- Nominations
 - Raglan Public House – All over promotion / Making Lemonade out of Lemons
 - Synergy – Promoting how their business continuously evolved due to COVID regulations
 - Newbreak Church – Promoting OB businesses such as but not limited to providing space for yoga studios, homeschool pods, Halloween display (need more information for nominating member)
 - Quick Stop – Helping their neighboring bars stay open by providing food.

Virtual Annual Awards Celebration

- CC, Matt & Joella - Videos of OBMA Award Celebration winners. Complete videos by January 8th.
- 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 \$2,850. Our goal is \$10K by the end of 2020.
 - Next Steps-
 - Beacon write an article for Dec. 18th edition focusing on the FOB/Clean & Safe accomplishments with pictures + donate before the end of the year
 - We will focus on ideas and merchandise to promote the FOB campaign during the next meeting! Be thinking of ideas!

New products to market

- **OB branded products from our local businesses –**
 - OBMA commissioned Aster Rose Boutique to create three OB inspired candles for us. See image on last page.
 - Looking to carry other member products. Let us know if you have any ideas.
- **Puzzle –**
 - 1000 units – Retail \$29.95
 - We've sold 300 + puzzles as of 12/3/20
- **Holiday ornament –**
 - 250 units – Retail \$25.00
 - We've pre sold 150

Ideas for new products

- **Black mug with ornament logo**

Shop Small Saturday

- Shop Small Ocean Beach was a huge success!
- OB received lots of media coverage from NBC, KPBS and KUSI. Ocean Beach Surf & Skate, OB Hardware, The Opaka Method, Synergy and Closet encouraged shoppers to come to OB and Shop Small!
- The OBMA distributed 1,250 shop small bags to our merchants, along with 25 boxes full of swag.
- OB Gift Basket Drawing
 - The Shop Small OB gift basket winner was Alexia from Ocean Beach.
- Discounted Parking in Ocean Beach
 - Thank you to Diamond Parking & LAZ Parking for offering discounted parking at four select parking lots throughout OB for Shop Small Saturday.
- See images on last page.

OBTC Annual OB Restaurant Walk Take-Out Edition

- Fun event!
- The OBMA received 5% of the proceeds to help offset the cost of the Happy OB Holidays cross street swag

OBMA Holiday Decorations

- Holiday garland and bow preparation took place on 11/14/20.
- Holiday garland and bows were be put up by OBMA on Saturday, 11/21/20– See images on last page
- Cross street holiday decorations will be installed the week of Thanksgiving.
- Holiday banners will be installed the week of Thanksgiving. – See image on last page

OB Farmers Market

- Modified market is open every Wednesday from 4pm to 8pm

Website – Josh Utley, Intrepid Network

- Website report

Advertising Representatives:

- **Beacon – Mike Fahey**
 - OB Holiday Gift Guide
- **PL-OB Monthly – Cheryl Troncellito**
- **Other**

Tabled Items until 2021

OB Parrot Mascot update

- **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
- OB Holiday Gift Guide with the Beacon
- 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.

South OB Car Show –

- OBMA supported event with the Inn at Sunset Cliffs.
- September 11 and 12, 2021

UPCOMING EVENTS

Sundowners have been postponed due to COVID City, County and State guidelines and to ensure the health of our community.

Images

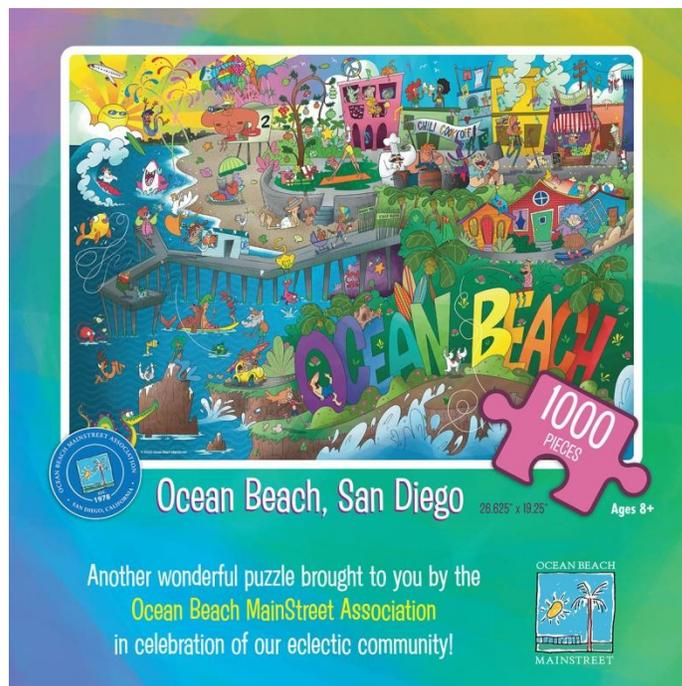
ShopSmall Saturday



OB Ornament



Puzzle



OBMA OB inspired Candles



