

## PROMOTION COMMITTEE

February 7, 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. **San Diego Visitor Information Center**
2. **Annual Awards Celebration** review – comments and suggestions
3. **Annual Marketing Breakfast** - Tuesday, February 4<sup>th</sup>, 2020 – review – comments and suggestions
4. **General Marketing/PR** –Brown Marketing
5. **2020 Shop & Dine OB Card** – We have 11 participants. The cards are available and all the proceeds will go to the Clean & Safe Program. The cards are \$35 each.
  - Ideas to help get the word out – *All this has been done:* window posters for participating businesses, article about the program online and in newspapers, ads.
  - Sell at Annual Awards Celebration – *wasn't a good place – too busy.*
  - CC & Matt Video with a feature of each participant – *this was done and currently airing.*
  - Currently on Website – *yes it is on the website*
  - Sponsors – Win a Shop a Dine Card – *clarify how this works.*
    - Strong Hold (Raquel)
    - Lighthouse (Carol)
    - King Cleaning Services (KR)
    - Rest & Relax Real Estate KR)
6. **Street Fair 2020** - Logo if it is ready. We tried the sunglasses idea and it didn't work, another option is on its way.
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.
  - Website is ADA compatible
  - Hotel webcam is working
9. **Advertising Representatives:**
  - **Beacon** – Mike Fahey
  - **PL-OB Monthly** – Cheryl Troncellito
  - **OB BizMaps** – Brad Fernbaugh
  - **CityBeat** –
  - **San Diego Magazine** – Mike White

(OVER)

10. **OB Farmers Market:**

- Farmers Market to Storefront Success Stories –

11. **ON HOLD- Updated Concept - OB Brew Hop** – Breweries, Bands and Food Tasting located in 3 parking lots throughout OB such as Hodads, Pizza Port and Mallory's. Fundraiser for OB Clean & Safe Program. What we do know: it would have to be a ticketed event, in a parking lot.

12. **Possible Upcoming Events:**

- **Car Show in South OB** – in discussions with Gavin from the Inn at Sunset Cliffs.

**Committee Goals for the Year:**

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

**UPCOMING EVENTS**

- Street Fair Committee meeting is Monday February 10, 6pm at the OBMA office.
- Sundowner is at Belching Beaver on Thursday, February 27, 5:30 to 7:30pm
- Next Promo meeting: Friday, March 6 at 8:30am