

PROMOTION COMMITTEE – AGENDA

March 6, 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** - presentation was given last time. Any discussion about it?
2. **General Marketing/PR** –
 - Brown Marketing – the plan going forward with advertising.
 - Digital promotions – social media – discussion about when to post and what to post.
2. **Street Fair 2020** -
 - Logo is complete.
 - Vendors coming in.
 - We need volunteers to help. Please sign up on new volunteer app.
3. **Opportunity Drawing** at Farmers Market - \$2 per ticket – sales seem very quite slow. *Discussion and ideas?*
4. **2020 Shop & Dine OB Card** – All the proceeds will go to the Clean & Safe Program. The cards are \$35 each.
 - CC & Matt Video with a feature of each participant – *this was done and currently airing.*
 - Currently on Website – *yes it is on the website as an advertisement*
 - Sponsors – Win a Shop a Dine Card – Those who have offered to do a promotion. Where do we stand with this?
 - Strong Hold (Raquel)
 - Lighthouse (Carol)
 - King Cleaning Services (KR)
 - Rest & Relax Real Estate KR)
5. **Video**
 - **CC & Matt - videochats**
 - **Johnny Caito – OB Eats**
 - Johnny is working with Clayton from OB TV focusing more on retail and services
6. **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. *Let's assign committee members to special sections:*
 - Farmers Market – review the complete page _____
 - Attractions – the first 6 listed in the drop down _____
 - Attractions – the last 6 listed in the drop down _____
 - Shop – all of the listed items in the drop down _____
 - Resources – the first 4 listed in the drop down _____
 - Resources – the last 4 listed in the drop down _____
 - Media - all the listed items in the drop down _____*If you find pages that need work, copy the URL at the top of the page and paste it into an email and then let us know what the problem is.*
7. **Advertising Representatives:**

(OVER)

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

8. **OB Farmers Market:**

- Farmers Market to Storefront Success Stories –

9. **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.

10. **Possible Upcoming Events:**

Committee Goals for the Year:

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

UPCOMING EVENTS

- Street Fair Committee meeting is Monday April 6, 6pm at the OBMA office.
- Sundowner is at OB Business Center on Thursday, March 26, 5:30 to 7:30pm
- Next Promo meeting: Friday, April 3 at 8:30am