

# PROMOTION COMMITTEE – AGENDA

May 1, 2020 8:30am

~~OBMA Office, 1868 Bacon Street~~ Zoom Mtg

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. **Street Fair 2020** - update regarding Street Fair and Fireworks.
2. **General Marketing/PR** –
  - Brown Marketing – the plan going forward with advertising/promotion.
  - Support OB Campaign –maybe a redesigned “Team OB” t-shirt or new sticker.
3. **Video Marketing**
  - **CC & Matt – videochats** – when do we think this can resume?
  - **Johnny Caito – OB Eats**
    - Johnny is working with Clayton from OB TV focusing more on retail and services
  - How could OBMA help our local businesses with online marketing of their products and services? An example – Shop in OB from home – or ?
4. **Website** – Josh Utley, Intrepid Network
  - **Reports about 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: Johnny Caito & Jennifer Baker
    - Attractions – the first 6 listed in the drop down: Bill McKinney
    - Attractions – the last 6 listed in the drop down: Carol Ladiges
    - Shop – all of the listed items in the drop down: Cheryl Troncellito
    - Resources – the first 4 listed in the drop down: Tevia Oskin
    - Resources – the last 4 listed in the drop down: Julia Woods
    - Media - all the listed items in the drop down: Jessie Williams & Joella Peregoy*If you find pages that need work, copy the URL at the top of the page and paste it in an email to Kristen Keltner. Include what updates you suggest for the page.*  
*Email: [Kristen@OceanBeachSanDiego.com](mailto:Kristen@OceanBeachSanDiego.com)*  
If you haven’t done your assignment, we totally understand. If you have, what have you discovered?
5. **Bringing new products to market**
  - **Looking for a new image for a puzzle** - puzzle sales would help support OBMA’s projects and programs
  - **Holiday ornament** – brainstorm about an upbeat holiday ornament
6. **Advertising Representatives:**
  - **Beacon** – Mike Fahey
  - **PL-OB Monthly** – Cheryl Troncellito
  - **OB BizMaps** – Brad Fernbaugh
7. **OB Farmers Market:** update on when we can resume the OB Farmers Market.
8. **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.

(OVER)

**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**

Sundowners have been postponed until it is safe enough to have one.

OB Oktoberfest Oct 9-10, 2020 – tentatively.