

# PROMOTION COMMITTEE

## AGENDA

January 8, 2021 at 8:30am

Zoom Meeting

Chairperson:

CC Summerfield

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### 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 –

### 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
  - CC & Matt completed Live Facebook Videos for merchants featured in the Beacon OB Gift Guide.
  - Next Up in January – Videos of OBMA Award Celebration winners. Complete videos by January 15th.

### Annual Awards Celebration – January 28, 2021

#### Voting

- Voting closed at Noon on Tuesday, 1/5/2021 for OBMA members for the four categories (Clean & Safe, Design, E.V., and Promo)
- Voting closes at Midnight on Sunday, 1/10/2021 for the community to vote for Lemonade out of Lemons Awards – the business who exemplified the OB spirit in 2020 and made lemonade out of lemons.

#### Award Presentation & Video

- CC, Matt, Joella and Kristen will meet to discuss final plan for award videos.
- 90 second videos of winners completed by 1/15/2021 (CC, Matt & Joella)
- OBMA will take still shots of all nominees.
- OBMA will create a slideshow presentation.
- How do we want to advertise and push out the presentation?

**Throughout your thoughts and ideas!**

### Friends of Ocean Beach Campaign – Update

- Raised \$5,828.50 in 4<sup>th</sup> Quarter of 2020
- February meeting – discuss ideas for promoting FOB in 2021

### Top Selling Merchandise in December 2020

- **Puzzle** –
  - 1000 units – Retail \$29.95 – Sold 660
- **Holiday ornament** –
  - 250 units – Retail \$25.00 – Sold Out
- **Proprietary OBMA OB inspired Candles**
  - Sold 96 Candles – Retail \$18.00

### New Merchandise in 2021

- OB Pier Hat
- Mugs with “Ornament “ logo
- Valentine’s Day OB Basket
- Ideas for merchandise with the bright colored OCEAN BEACH used in the ornament
  - Candle, Beach Sweets Chocolate, Wine, Restaurant Gift Card, etc.
  - Other ideas for gift basket?
- Holiday ideas for next year.
  - “Have yourself an Ocean Beachy Little Christmas”

### Live Zoom with Jere Batten – CARES ACT/PPP Loans

- **Wednesday, January 13<sup>th</sup> at Noon**
- **Register now at**  
<https://us02web.zoom.us/meeting/register/tZEtf-ysrTwpHdOVod-k9HaqJ6Zw8xmaWgIX>

### OBMA Holiday Decorations

- Holiday garland and bows come down on Saturday, January 9<sup>th</sup> at 7:30am
- Meet at the OBMA office.



### Website – Josh Utley, Intrepid Network

- Website report

### Advertising Representatives:

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

### 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.



OB Pier Hat  
\$26.00 + Tax

