

PROMOTION COMMITTEE

AGENDA

February 5, 2021 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

Reminder – OBMA Member Resources-1 Minute

- 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 posted 4-5 resources per week in January.

General Marketing/Public Relations Updates – 5 Minutes

- Brown Marketing –

Video Marketing – 5 Minutes

- **CC & Matt –**
 - CC & Matt, along with Joella focused on the Award Celebration videos in January which was huge undertaking. Thank you!
 - Next steps for Video Marketing.

Annual Awards Celebration Recap – 5 Minutes

- You can view the awards celebration video at www.OceanBeachSanDiego.com
- [The Awards Celebration Video was sent out via Facebook and through Mail Chimp to 4k mail subscribers.](#)
 - The video reached 400+ people on Facebook
 - The video reached 350 people through Mail Chimp.
 - We received nice feedback from a handful of the businesses who won awards. See attached.

Friends of Ocean Beach Campaign – Update – 10 Minutes

- Raised approximately \$6,250 as of 1/31/2020.
- Discuss ideas for promoting FOB in 2021.

Upcoming Event – Annual Marketing Breakfast Webinar – 10 Minutes

Riding the Wave – Tools to help OBMA members navigate the treacherous waves of COVID-19

Save the date – Tuesday, 2/23 at 8:30am via Zoom

- See attached outline for the marketing breakfast provided by Brown Marketing.
- Any additional ideas?

Update Online Member Directory – 10 Minutes

- Update member directory on OBMA website
 - Some areas to work on –
 - Professional photographer to take updated images of Ocean Beach to include on website directory.
 - Social media handles for businesses
 - We use the same platform as Little Italy. Checkout their directory at <https://www.littleitalysd.com/>.

Merchandise Update – 10 Minutes

- Puzzle –
 - 1000 units – Retail \$29.95 – Sold 700
- Proprietary OBMA OB inspired Candles
 - 100 + candles have been sold.
 - Lost My Heart In OB Candle is now available for pre-sale
 - Love Is in the Air Candle Idea
- OB Pier Hat – Update from Denny and Joey
- Mugs with “Ornament “ logo – Update from Denny and Joey
- Valentine’s Day Gift Ideas
 - Basket with Candle, Beach Sweets Chocolate, Wine, Restaurant Gift Card, etc.
 - Beach Picnic
 - Ocean Villa Inn Certificate
- Ideas for merchandise with the bright colored OCEAN BEACH used in the ornament
 - Silk Screen Shirts
 - Embroidered Shirts

Website – Josh Utley, Intrepid Network – 3 Minutes

- Website report

Advertising Representatives – 2 Minutes each

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

Promotion Committee Action Items – Kristen Keltner – 5 Minutes

List action items, who will be responsible for completing the items, a realistic timeframe, etc.

Committee Goals for FY21

Add on Goals in bold:

- **Redesign Online Member Directory**
- **2nd Puzzle – Dog Beach**
- New Parrot Mascot - develop
- Puzzle – design and market
- 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
- Holiday Ornament – design and market – Completed
- OB Holiday Gift Guide with the Beacon – Completed

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.

