

PROMOTION COMMITTEE

MEETING AGENDA

April 2, 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

- Member resources including pandemic related information and grant opportunities continue to be sent out via Mail Chimp, and are available on the OBMA website under the Member Blog. The OBMA posted 1-2 resources per week in March.

General Marketing/Public Relations Updates – 5 Minutes

- Brown Marketing –
 - Celebrate the OB Vibe – One sheet to help OBMA committee members describe the event.

Ocean Beach Street Fair Reimagined - “Celebrate the OB Vibe” – 10 Minutes

- The OBMA Board of Directors voted to move forward with “Celebrate the OB Vibe” on Saturday, June 26, 2021 from 10am to 6pm.
- See page 3 for general description
- Next event planning meeting is Monday, April 5th at 6:00pm.

Merchandise Update – 10 Minutes

- OBMA office will setup an Etsy account.
- Puzzle – Sales are slowed down.
- Proprietary OBMA OB inspired Candles - Sales have slowed down after the holidays
- OB Pier Hat & Pint glass – In stock and on the website
- New Merchandise ideas for Celebrate the OB Vibe

Monthly Community Player Award & Recognition – 5 Minutes

- A new idea to recognize members throughout the year.
- Promotion committee likes the idea, but some concern about adding another project to the calendar.
- **Action Item** - Confirm during April’s meeting if we move forward with this idea or circle back around to it at a later date.

Update Online Member Directory – 5 Minutes

- OBMA is moving forward with updating the directory layout, photos and member information including social handles. The OBMA will use Little Italy’s online directory as a source for inspiration. Committee agrees their site has a good look and feel.
- The OBMA office will begin reaching out to members to receive updated information by mail, email and in person beginning in mid-April.

Upcoming Community Clean Up – 5 Minutes

- The OBMA along with our sponsors Rest & Relax Reality and Service Kings, will be hosting a community clean-up on Saturday, April 17, 2021 at 8am-10am. We will focus on cleaning up trash and debris in the BID, along with Voltaire St. and Point Loma Ave. business districts.
 - Posted on Facebook – 3/30/2021
 - Featured in OBMA Member Newsletter – 4/1/2021
 - Emailed to Community & OBMA Members via Mail Chimp – 3/30/2021
 - Featured on Website – 3/30/2021

Friends of Ocean Beach Campaign – Update – 2 Minutes

- Campaign has raised approximately \$8,025 as of 03/30/2021
- **Action Item** - Matt Kalla and Josh Utley will represent the promotion committee. Schedule meeting with Matt Kalla, Josh Utley, and the Peninsula Alliance regarding promoting the FOB campaign.

Video Marketing with CC Summerfield & Matt Kalla – 5 Minutes

Action Item - Table until after Celebrate the OB Vibe event - Yes or No

- Committee discussed CC & Matt continuing to volunteer their time to create Member Moment videos for a small fee. Videos would become an add-on member benefit. Price point will be around \$99.
- **Action Item** - Establish a plan to resume videos and advertise this new add-on member benefit.

Website – Josh Utley, Intrepid Network – 3 Minutes

- Website report -

Advertising Representatives – 2 Minutes each

- **Beacon** – Mike Fahey
 - Visitor's Guide pushed back to May.
- **PL-OB Monthly** – Cheryl Troncellito
 - Artwork for co-op page is due on Thursday, 4/8. Promo committee okay with featuring the Tile Project? Article about the history of the Tile Project will be in April's magazine. Final day to order a tile for the spring installation is April 23, 2021.

RECAP ACTION ITEMS from this committee meeting – 2 Minutes

COMMITTEE GOALS - FY21

Add on Goals in bold:

- **Redesign Online Member Directory**
- **2nd Puzzle – Dog Beach**
- New Parrot Mascot - develop
- Puzzle – design and market – Completed
- 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

UPCOMING EVENTS

Community Clean Up – Saturday, April 17, 2021 ~ 8:00am to 10:00am

Sundowners have been postponed due to COVID City, County and State guidelines, and to ensure the health of our community.



Celebrate the OB Vibe

Saturday, June 26, 2021 - 10:00am to 6:00pm

The Ocean Beach MainStreet Association will 'Celebrate the OB Vibe' on Saturday, June 26, 2021 with a community event featuring local artisans & crafters and spotlighting Ocean Beach's local bars, breweries, restaurants, and retailers.

This community event will be held in the Ocean Beach Business District (BID) from 10am to 6pm. The Ocean Beach MainStreet Association anticipates this event will encourage locals to shop local and support OB businesses, while enjoying an array of activities throughout the day including:

- Virtual 5K Community Run & Walk
- Artesian & Craft Fair
- Children's Creative Corner
- Dancing District
- Merchant Sidewalk Sale featuring our local businesses!

Enjoy a Celebrate OB Collaborative Pale Ale at OB Brewery and select breweries & restaurants throughout Ocean Beach beginning June 26, 2021. The Ocean Beach MainStreet Association invites you to come out and enjoy Ocean Beach and spread good vibes.

More information coming soon!