

PROMOTION COMMITTEE

MEETING AGENDA

May 7, 2021 at 8:30am

Zoom Meeting

<https://us02web.zoom.us/j/89952748015>

Meeting ID: 899 5274 8015

Passcode: 140726

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 2-3 resources per week in April.

Passport to San Diego Presentation – 5 Minutes

- Presentation
- Q&A

Celebrate the OB Vibe – 15 Minutes

- Update from Kristen Keltner
- Q&A
- Action items – establish how we want to promote this event between now and June 26th.

Merchandise Update – 5 Minutes

- Online store is still busy - OB Pier hat, OB Pier pint glass, OB Pier sweatshirt, stickers, seagull wear and more.
- New – Celebrate the OB Vibe 5K Run & Walk Merchandise Package now on sale - \$40/participant.
- Pre –sale merchandise for Celebrate the OB Vibe will be available online soon –
 - T-Shirt
 - Hat
 - Patches

Friends of Ocean Beach Campaign – Update – 2 Minutes

- We reached \$10K! Brown Marketing and OBMA will work on a press release.
- Kristen Keltner & Josh Utley are working on an accomplishments page for the FOB website.

General Marketing/Public Relations Updates – 5 Minutes

- Brown Marketing –
 - Celebrate the OB Vibe –
 - Friends of OB -

Website – Josh Utley, Intrepid Network – 3 Minutes

- Website report -

Advertising Representatives – 2 Minutes each

- **Beacon** – Mike Fahey
 - Celebrate the OB Vibe 5K Run & Walk advertised today, 5/7/21 and on 5/21/21
- **PL-OB Monthly** – Cheryl Troncellito
 - Celebrate the OB Vibe 5K Run & Walk will be advertised on 5/20/21

Tabled Items until after Celebrate the OB Vibe

Video Marketing with CC Summerfield & Matt Kalla – Tabled

- 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.

Monthly Community Player Award & Recognition – Tabled

- 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. Wanted the Farmer's Market volunteer crew to be the first recognized Community Player

Update Online Member Directory – Tabled

- 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.

Etsy Account – Tabled

- OBMA office will setup an Etsy account in July 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 – Completed
- 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

OBMA meeting with DA Summer Stephan – Thursday, May 20, 2021

- San Diego County District Attorney Summer Stephan will be virtually providing a Public Safety Update about Regional & Local issue's emerging from the Covid-19 pandemic, sharing important prevention & awareness resources & listening to the voices of the community.

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

UPCOMING PROMOTION COMMITTEE MEETINGS

- Jun 4, 2021 08:30 AM
- Jul 2, 2021 08:30 AM – No meeting due to holiday
- Aug 6, 2021 08:30 AM
- Sep 3, 2021 08:30 AM
- Oct 1, 2021 08:30 AM
- Nov 5, 2021 08:30 AM
- Dec, 3, 2021 08:30 AM