

PROMOTION COMMITTEE

MEETING AGENDA

August 6, 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, grant opportunities and temporary outdoor business permit updates continue to be sent out via Mail Chimp, and are available on the OBMA website under the Member Resources. The OBMA posted 1-2 resources per week in July.

Celebrate the OB Vibe Recap – 5 Minutes

- We sold \$4K + in merchandise at the OBMA merchandise booth
- Brown Marketing did an amazing job promoting the event through social media and securing T.V. media
- Images of the event are located on our website at www.OceanBeachSanDiego.com

General Marketing/Public Relations Updates – 5 Minutes

- Brown Marketing–
 - Celebrate the OB Vibe recap
 - Next up
 - Oktoberfest
 - Friends of OB Updated Press Release
 - OBMA Branding Campaign – Who we are and what we do!
 - OBMA and Brown Marketing scheduling a touch base meeting in mid-August

Friends of Ocean Beach Campaign – Update – 5 Minutes

- We reached \$10K! Brown Marketing and OBMA will work on a press release.
- OBMA Ambassadors needed at the Farmers Market to educate the community about the Friends of OB program and help support our “Who we are and what we do” campaign.

Merchandise Update – 10 Minutes

- We ordered more merchandise through Hoppy Bear Gear. It will be here soon.
- OB Vibe merchandise update.
- Holiday Ornament – need to start discussing the design
- Holiday Baskets – need to start discussing if we want to sell holiday baskets with local merchants’ items during the holidays.

Dog Beach Puzzle – 5 Minutes

- Dog Beach puzzle creative is being designed now. We will send out the design-soon.
- How many puzzles to we want to order? 700?
- The puzzles will arrive December 10, 2021.
- They will be available for pre-sale beginning in November.
- Reaching out to Dog Beach Dog Wash and Ocean Villa to sell the puzzle also. Any other merchants we should reach out to?

Banners for 2022 – 10 Minutes

- We discussed featuring the OB Pier for 2022.
 - Some ideas were –
 - Then and Now
 - All that is great about the pier
 - We love the pier

Update Farmers Market Logo – 2 Minutes

- Our goal is to update the Farmers Market logo by the fall.
- Input encouraged.

Update Online Member Directory – 5 Minutes

- The E.V. Committee is taking the lead on assisting the OBMA team with updating the Online Member Directory.
- 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 & the E.V. Committee will begin reaching out to members to receive updated information by mail, email and in person.

Sundowners Return – 2 Minutes

- Our first Sundowner since the pandemic will be October 28th at 5:30pm. More information to come!

Establish FY22 Goals – 10 Minutes

(July 1, 2021 thru June 30, 2022)

- Establish goals for the Promotion Committee for the upcoming year.
- See page 3 for last year's goals.

Website – Josh Utley, Intrepid Network – 3 Minutes

- Website report

Advertising Representatives – 2 Minutes each

- **Beacon** – Mike Fahey
 - Beacon Visitor's Guide
- **PL-OB Monthly** – Cheryl Troncellito

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.

Etsy Account – Tabled

- OBMA office will setup an Etsy.

RECAP ACTION ITEMS from this committee meeting – 2 Minutes

COMMITTEE GOALS - FY21

Add on Goals in bold:

- Redesign Online Member Directory – Roll over to FY22
- Puzzle – Dog Beach – Roll over to FY22
- New Parrot Mascot – develop – No longer a goal
- Puzzle – design and market – Completed
- Street Fair Logo 2021 – finalize design – Completed
- Support Friends of OB Campaign – Continuous
- Add products on our website – Continuous
- Merchandise one sheet sent to current & past customers (up sale) – Roll over to FY22
- Contact merchants to carry their best selling products
- Holiday Ornament – design and market – Completed
- OB Holiday Gift Guide with the Beacon – Completed

UPCOMING EVENTS

OB Oktoberfest

Friday, October 8, 2021

Saturday, October 9, 2021

Sundowner

Thursday, October 28, 2021

Shop Small Ocean Beach

Saturday, November 27, 2021

UPCOMING PROMOTION COMMITTEE MEETINGS

Committee meetings remain on Zoom for the time being.

- Sep 3, 2021 08:30 AM
- Oct 1, 2021 08:30 AM
- Nov 5, 2021 08:30 AM
- Dec, 3, 2021 08:30 AM

Celebrate the OB Vibe

Celebrate
THE OB Vibe

SATURDAY
JUNE 26, 2021
10 AM - 6 PM

SPONSORED BY:

OCEAN BEACH
MAINSTREET
ASSOCIATION

PIER PARKING LOT
Artisans & Makers Fair

VETERAN'S PLAZA PARK
Rock & Roll San Diego
Community Booths
OBMA Information & Merchandise Booth

SARATOGA PARK
Artist Outpost Canvas
Painting Classes
Family Fun Area & Games
Kite Making
Indo Board Lessons
Jiu Jitsu Lessons

OB Vibe COLLABORATIVE PALE ALE

LIGHTLY HOPPED PALE ALE WITH CITRUS & TROPICAL NOTES

Celebrate the OB Vibe with a collaborative brew!
OB Brewery • Hodad's • Pizza Port
Kilowatt • California Wild Ales • NOVO

5K RACE
AT YOUR OWN PACE
SAT JUNE 26 & SUN JUNE 27

SUMMER SHOP SMALL OB
Spend \$50 or more in one of OBMA's business districts and you could win an eclectic OB inspired gift basket! Enter to win at the OBMA Info Booth in Veteran's Park.



For questions, contact OBMA: info@oceanbeachsandiego.com | (619) 224-4906



OCEAN BEACH
MAINSTREET
ASSOCIATION



COLLABORATIVE
PALE ALE

LIGHTLY HOPPED PALE ALE WITH CITRUS & TROPICAL NOTES

ON TAP BEGINNING JUNE 26TH

BREWED WITH GOOD VIBES BY



16oz 6-PACKS AVAILABLE AT OB BREWERY
WHILE SUPPLIES LAST.

OceanBeachSanDiego.com

619-224-4906