

PROMOTION COMMITTEE

MEETING MINUTES

October 1, 2021

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 on average 1 resource per week last month.

General Marketing/Public Relations Updates – 5 Minutes

- ✓ Brown Marketing–
 - Next up
 - Oktoberfest
 - Friends of OB Updated Press Release – will work on after Oktoberfest
 - OBMA Branding Campaign – Who we are and what we do! Met in October. Brown Marketing and the OBMA team will begin work on this after Oktoberfest.

Dog Beach Puzzle – 5 Minutes

- ✓ Will order a 1,000 puzzles
- ✓ Pre-sale on November 1st – will arrive at OBMA office the week of December 1st.

Holiday Ornament – 5 Minutes

- ✓ Image will be sent out before committee meeting
- ✓ Committee voted to order 300 ornaments.
- ✓ Pre-sale on November 1st – will arrive at OBMA office the week of Thanksgiving.

Merchandise Update – 10 Minutes

- ✓ We ordered more merchandise through Hoppy Bear Gear.
 - Some hats have arrived. Waiting on a handful more that are on back order.
- ✓ Holiday Baskets – Update from CC Summerfield and Tevia Oskin
- ✓ Beach Towel and Mexican Blankets with OB Logo update-need to touch base with OB Gift & Shells.

Banners for 2022 – 10 Minutes

- ✓ Further discussion needed.
- ✓ Images will be sent out prior to meeting.
- ✓ OB Pier for 2022 in the last meeting -
 - Josh Utley will provide the committee with samples of images with water color affects and hue overlays.
 - Denny Knox discussed adding words. Josh Utley is working on this portion too.
 - Committee agrees on – We ♥OB or We ♥ the Pier.

Josh will update the artwork with a smaller “heart”. Vote in November on final banner artwork.

Update Farmers Market Logo – 2 Minutes

- ✓ Our new goal is to update the Farmers Market logo by 2022.
- ✓ Sent AJ Knox the general idea.
 - VW Bus loaded with flowers, fresh fruits and vegetables, bread baguettes, macaroons, etc.
- ✓ Farmers Market 30th Birthday is April 2022.

Website – Josh Utley, Intrepid Network – 3 Minutes

Website report

Advertising Representative -2 Minutes each

- Beacon – Mike Fahey
 - Working on Ocean Beach Community Map
 - OBMA Holiday Gift Guide
 - Best of Awards – voting is now open online
- PL-OB Monthly – Cheryl Troncellito
 - Vote now online - Community Awards.

Tabled Items until after Celebrate the OB Vibe

Video Marketing with CC Summerfield & Matt Kalla – Resume in fall 2022

- ✓ 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.

COMMITTEE GOALS - FY22

- ✓ Create Celebrate the OB Vibe year around campaign to encourage people to Shop Local in OB
- ✓ American Express’s Shop Small
- ✓ Merchandise - Contact merchants to carry their best selling products, continue to add products on our website and create merchandise one sheet
- ✓ Redesign Online Member Directory
- ✓ Dog Beach Puzzle – design and market
- ✓ Holiday Ornament – design and market
- ✓ OB Holiday Gift Guide with the Beacon
- ✓ Design new Farmers Market Logo
- ✓ Street Fair Logo 2022

All committees support our Friends of OB Campaign.

UPCOMING PROMOTION COMMITTEE MEETINGS

Committee meetings remain on Zoom for the time being.

- Nov 5, 2021 08:30 AM
- Dec, 3, 2021 08:30 AM

UPCOMING OBMA EVENTS

OB Oktoberfest

Friday, October 8, 2021

4:00pm-11:30pm

&

Saturday, October 9, 2021

10:00am-11:30pm

October Sundowner

Thursday, October 28, 2021

5:30pm

OBMA Community Clean-Up

Focusing on the BID

Saturday, October 30, 2021

8:00am-10:00am

Holiday Decoration Prep

Saturday, November 13, 2021

8:00am-10:00am

Holiday Decoration Set-Up

Saturday, November 20, 2021

8:00am-10:00am

Shop Small

Saturday, November 27, 2021

10:00am-6:00pm

Holiday Decoration Tear Down

Saturday, January 8, 2021

8:00am-10:00am

Annual Awards Celebration

Thursday, January 27, 2022

6:00pm-8:00pm

Annual Marketing Breakfast

Tuesday, February 2, 2022

8:00am-10:00am

Farmers Market 30th Birthday Celebration

Wednesday, April 6, 2022

4:00pm