

**PROMOTION COMMITTEE
MEETING AGENDA
Friday, November 5, 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

Brown Marketing - General Marketing/Public Relations Updates – 5 Minutes

- OBMA Branding Campaign – Who we are and what we do!
 - Brown Marketing and the OBMA team are working on this campaign.
- Friends of OB Updated Press Release – push back until 2022.
 - Release with Who We Are & What We Do Campaign in 2022.

Annual Awards Celebration

- Save the Date – Thursday, January 27, 2022 at the Masonic Center
- Promotion Committee Action Items-
 - Theme for Annual Awards Celebration
 - Nominees – Create a list of OBMA members who went above and beyond in 2021 to promote their business.

Dog Beach Puzzle – 5 Minutes

- Now available for pre-sale on OceanBeachSanDiego.com
- 1K Puzzles have been ordered
- We are hopeful they arrive to the OBMA office on December 1st

Holiday Ornament – 5 Minutes

- Now available for pre-sale on OceanBeachSanDiego.com
- 300 Ornaments have been ordered
- They will arrive to the OBMA office the week of November 22, 2021

Merchandise Update – 10 Minutes

- We ordered more merchandise through Hoppy Bear Gear.
- Beach Towel and Mexican Blankets with OB Logo – No update from John or Joey.

Banners for 2022 – 10 Minutes

- Final two options – *see final page of agenda*

Update Farmers Market Logo – 2 Minutes

- Ideas have been given to AJ Knox.
- Goal to have updated logo in early 2022.

Website – Josh Utley, Intrepid Network – 3 Minutes

- Website report

Advertising Representatives – 2 Minutes each

- **Beacon** – Mike Fahey
- **OBMA Holiday Gift Guide**
- **PL-OB Monthly** – Cheryl Troncellito

Video Marketing with CC Summerfield & Matt Kalla

- **Action Item** - Establish a plan to resume videos and advertise this new add-on member benefit in 2022.
- Member Moment Live Video is included with OBMA’s Holiday Gift Guide purchase through the Beacon.

Tabled Items until 2022

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.

- Dec, 3, 2021 08:30 AM

UPCOMING OBMA EVENTS

Holiday Decoration Prep

Saturday, November 6, 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 Sundowner

Saturday, December 16, 2021

5:30pm-7:30pm

James Gang Company

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

2022 Banner Options

