



MEETING AGENDA

Promotion Committee

January 7, 2022 at 8:30am

Zoom Meeting

Meeting link

Meeting ID: 935 588 8147

Passcode: OBMA2022

Chairperson

CC Summerfield

OBMA Mission

To promote and support local businesses 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.

Committee Goals – FY22

- Create Celebrate the OB Vibe year around campaign to encourage the community to Shop Local in OB.
- ✓ Participate in American Express's Shop Small
- ✓ Create OB Holiday Gift Guide through Peninsula Beacon
- ✓ Dog Beach Puzzle – design and market
- ✓ Holiday Ornament– design and market
- Redesign Online Member Directory
- Design new Farmers Market Logo
- Street Fair Logo 2022
- OBMA Merchandise – design and market

AGENDA

Introductions

Public Relations – Update from Brown Marketing (10 Minutes)

- Update – OBMA Branding Campaign “Who we are and what we do!”
- Update – Promoting OBMA’s Friends of OB fundraising efforts.

Ocean Beach Fishing Pier Banners (2 Minutes)

- 2022 OB Fishing Pier Banners will be installed mid-January.

Annual Awards (10 Minutes)

- Annual Awards Celebration will not be held in person. This will be a virtual event, with in person components for the award recipients. We will build off of last year’s virtual video presentation.
- **Action Item** – Updated theme for Annual Awards.
- Online voting:
 - Closed on Wednesday, 1/6/2022.
 - As of 1/5/22 we received 112 responses – up 40% from last year.

Update Farmers Market Logo & Farmers Market 30th Birthday Celebration (10 Minutes)

- Logo
 - Ideas have been given to AJ Knox.
 - Goal is to have updated logo in early 2022.
- Birthday Celebration
 - Save the date – Farmers Market Celebration is on Wednesday, May 11th
 - **Action Item** – Come up with ideas for this Farmers Market to make it special
 - Facebook and Instagram Live
 - Raffle & Giveaways
 - Merchandise with updated logo
 - Tote bags
 - T-Shirts
 - Stickers

Merchandise Update (5 Minutes)

- OBMA Website Shop is updated with current inventory
- Sold out of ornaments, OB pier pint glass and candles over the holiday season.
- **Action item** - New ideas for merchandise to produce & sell in 2022.

Street Fair & Chili Cook-Off Theme & Logo (5 Minutes)

- Save the date – 42nd Annual Street Fair & Chili Cook-Off is June 25, 2022
- **Action Item** – Come up with theme & logo ideas to present to the Street Fair committee in February
- Street Fair Committee meetings
 - Meet the 1st Monday of each month beginning on February 7, 2022
 - If you would like to join the Street Fair committee email Kristen Keltner

Member Moments Video Marketing with CC Summerfield & Matt Kalla (5 Minutes)

- Featured Facebook Live video for all OBMA members who advertised in the Beacon Holiday Guide.
- Member Moments will resume now that it is 2022.

Website – Update from Intrepid Network (3 Minutes)

- Website report
- Street Fair Vendor application will be live by mid-January

Advertising Representatives (2 Minutes each)

Upcoming Events

- Upcoming events will be sent out as a separate attachment, along with the committee meeting agenda.

Next Promotion Committee Meeting – Friday, Feb. 4, 2022 at 8:30am

Meeting Adjourned