



## Promotions Committee - Minutes

August 12, 2020 at 4pm

<https://us02web.zoom.us/j/86316977520?pwd=K3N0RmJWeUhjVHduNmhPZFJJdm84UT09>

### Welcome/Introductions

Members Present: T. Pruesener, M. Morris, E. Marenburg

Staff Present: S. Berns, B. Kuntz

Guests Present: Margy Goodman

M. Morris called the meeting to order at 4:06 pm

### Non Agenda Public Comment –

S. Berns reminded everyone to go get Powerhaus Pizza for the Discover PB fundraiser tonight.

### Agenda Items- INFO ITEMS

#### New Event and Marketing Ideas for 2020

**Outdoor Dining marketing campaign** - S. Berns explained that we have cancelled most events for the remainder of the year, so below are some ideas to help keep us going through the end of the year. We want to come up with a branded concept for patio dining in PB. We have been tallying patios throughout the neighborhood. Waterbar and Shore Club are about to close down Ocean Blvd. What kind of branding do we have in mind for this patio series? B. Kuntz threw out the idea of “patios of PB.” Group consensus said Patios of PB works. E. Marenburg threw out the idea of a “PB Patio Punchcard” that Discover PB could sell that gives discount at different or different items at each place on the card. Some way to promote stopping at different Patios of PB. M. Morris

#### Business Promotion Events

**Revenue Generating Events** B. Kuntz explained the pricing differences between platforms as options, but we would want to consider. T. Pruesener suggested using Ebay and creating pages on our website that lead to

**Shop Small and Holidays** - M. Morris asked if we could do something like the punch card for shopping local around the holidays. We kind of already do that with our Shop Small Holiday Card with discounts. Discussion around different “reverse parades” and other ideas to supplement the parade.

S. Berns reviewed the opportunity to have some of our artist vendors for BeachFest at our PB Farmers Market to make up an opportunity for BeachFest. E. Marenburg explained we could probably fit a dozen vendors and S. Berns said it would be a good idea to try that market footprint of all the way down to Mission.

M. Morris said he still thinks we need to take advantage of getting retailers out on our streets. Pushed for wanting to close down the street so we can get foot traffic.

S. Berns reviewed the issue of cost for shutting down the street, and that we could do it if we wanted to incur a huge cost.

S. Berns talked over the options for doing Holiday lights, Christmas on the Pier, the holiday wreaths, etc.

Tim explained homework is getting pictures of patios, checking to see if brewers are open to doing some virtual beer event with donations to sell, and checking for a local photographer who wants to donated photos.

**Adjourned**