



## Promotions Committee Minutes

June 10, 2020 at 4pm

<https://us02web.zoom.us/j/86827172981?pwd=RIRtcG5UUUVPLytVODkyMktuMVZlZz09>

### Welcome/Introductions

Members Present: T. Prüesener, M. Morris, E. Marenburg, A. Lighty

Staff Present: S. Berns, B. Kuntz

M. Morris called the meeting to order at 4:04 pm

**Non Agenda Public Comment – NONE**

### Agenda Items

#### New Business

##### Lord of the Wings

S. Berns explained that we are talking to Krista about Lord of the Wings. They are still interested in doing it. We could either plan with the restrictions we have on us currently which is probably the best bet. Mavericks parking lot could fit 50-70 people in it without booths. We should figure out soon if restaurants are willing to donate food at this time. Since Sysco normally donates the wings, if they are willing to donate she thinks restaurants would be willing. Social distancing will still likely be required. The harder part would be having to have everyone seated. They are being a little more lenient about street closures so we could look into that as an option. Cost for Lord of the Wings is normally around \$6,000 without street closures which would likely be more.

When would we start spending money? - The biggest expenses upfront are our marketing and health permits just have to be in by 3 weeks before.

Expenses are normally around \$3000 for health permits. Then marketing, fences, portapottys, and trash. We would likely start promoting as soon as just after July 4th.

M. Morris explained closing down the street would help give us more space to bring in more revenue from tickets sold. It would also give us more exposure.

A. Lighty asked if there is anyway we'd even break even from only having 70 people? No. More discussion of the pros and cons of hosting an event in the middle of the time of social distancing.

S. Berns said we will start to work toward the event by reaching out and starting to plan for the event.

B. Kuntz get started on a survey to past participants to see how they would feel about doing it this year. Will do the same thing for our BeachFest breweries and food vendors as well. We are still moving forward with the car shows in August since the permit holder is wanting to move forward with it.

### **Instagram update**

S. Berns reviewed instagram drama with Pacific.Beach. There were racial epithets used which lead to him to give the page away. There were rumors of him giving us the page but that didn't pan out. We may need to move to more of a social style of posting. We can learn to diversify our own feed and engage more socially. We've been supporting of the businesses that have dropped Donny as an advertisers by doing giveaways with those businesses.

B. Kuntz will look into getting our IG page verified.

We've been discussing a contest once we hit 5,000 followers.

### **BeachFest**

We've had mixed reviews at BeachFest and probably won't have an answer until later.

### **Update on Hospitality**

S. Berns reviewed the Open Air ideas for the restaurant, but as far as cost, there is no way that Discover PB would be able to help. There is no real way for us to do street closure. We can really only go the route of the PROW permits currently. Park-lets are a possibility at the time that we are still looking into if we do a hard closure of parking lots. We would have to get certificates of insurance and indemnify the restaurants and such. If it's a logistical nightmare, it might not be as worthwhile, but we will likely reach out to the businesses and see how they feel about it.

**Adjourned at 4:55 pm**