



Promotions Committee - Minutes

May 13, 2020 at 4pm

<https://us02web.zoom.us/j/83906334695?pwd=RzJBSzJrTmpCUkFYdlIFUEpnLzlwdz09>

Welcome/Introductions

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

Staff Present: S. Berns, B. Kuntz

M. Morris called the meeting to order at 4:05 pm

Non Agenda Public Comment –

Agenda Items

BeachFest

S. Berns explained that we have sent out applications to artists and updated the website so far. She reviewed the process we set up for vendors to sign up without payment for now due to COVID-19. At this point we are planning as if we can have BeachFest at this point. We will likely need to send applications out to PB Merchants soon since the website it updated.

Signage for Reopening

S. Berns shared screen to show the “safe reopening” templates created by the College Area Business District. Businesses all have to have the safe reopening signage required by the county. Maybe this is something we could print to help our businesses and get our branding out there as well. We could design our own for our businesses to utilize.

Discussion on new events and marketing opportunities

S. Berns for creative ideas for new events or virtual events if we can't have anymore in person events this year.

M. Morris is about to participate in a beer tasting virtual event with a tasting virtual portion and a pack of beer delivered to you.

Discussion on the possibilities and downfalls of virtual events.

E. Marenburg mentioned that trivia works well virtually. If we could utilize that in any way.

M. Morris asked about the sidewalk sales idea mentioned before.

S. Berns said she is waiting to hear back from her counterpart from a different state to send over some details of how their street extension went. We have a few questions to figure out

first about costs, parking, etc. We have had some residents ask about it as well. It would be dependent upon the block but mainly down to the cost. Little Italy is going to trial a promenade type shutdown to do sidewalk sales, but they are only doing Saturday nights at this point. It looks like ABC is going to let businesses extend their license to their outside premises.

E. Marenburg asked if Little Italy BID is going to foot the cost of their promenade?

S. Berns said yes, with help from the restaurants.

Discussion continued about the possibilities of removing parking on only one side of Garnet as an option, closure of Garnet fully, only one block, etc.

E. Marenburg voiced favor for full street shut down.

S. Berns asked for a list of questions from any businesses if the committee happens to talk to PB businesses.

Reschedule Annual Dinner

S. Berns explained Bahia isn't rescheduling currently for this year. She will follow up with Amber to see what the options are available for venue/date.

Adjourned at 4:58 pm