



## PROMOTIONS SEPTEMBER MEETING MINUTES

September 9, 2020 at 4 pm, Discover PB - 1503 Garnet Ave

Per executive order N25-20 of the Governor, this meeting will be held via teleconference at the following link:  
<https://us02web.zoom.us/j/86316977520?pwd=K3NORmJWeUhjVHduNmhPZFJJdm84UT09>

**Members in Attendance:** E. Marenburg, M. Morris

**Staff in Attendance:** Sara Berns, Becca Kuntz

M. Morris called the meeting to order at 4:10 pm

### Introductions/Sign in

### Public Comment/Non Agenda Announcements – NONE

### Agenda Items –

- Outdoor Dining marketing campaign update
  - SB hopefully everyone is following our campaign for #PatiosofPB on Instagram and Facebook. Bubs just got their patio set up so that is another one to add to the list.
  - MM asked if they are still enforcing the mask wearing while you're not eating?
    - SB yes, as much as any establishment can for the indoor dining
  - MM asked how the Powerhaus Pizza fundraiser went?
    - SB it went well! I believe we received \$100 donation
- Beachfest Alt Events and Fundraisers
  - SB After our last promotions meetings, BK and SB met and brainstormed some ideas to kind of work as a replacement for BeachFest. For the tasting idea, we kind of landed on doing the Taco Challenge as a spread out event over 6 weeks. Details as follows:
    - Taco Challenge Review: We are putting a new spin on this competition. As part of “a NEW Pacific BeachFest Experience,” this Best of the Beach Taco Challenge will take place over 6 weeks, allowing ticket holders to stop by competing restaurants across PB to sample their signature taco. After tasting all tacos, votes will be cast through an online survey. We are hoping it drives business into each of the participating restaurants.
    - EM asked how we are planning on doing the ticketing
      - SB is looking into a digital punchcard option and has a meeting set up to check with one option
      - MM asked about distribution, if we do have printed tickets could distribute through the participating restaurants
  - SB we did receive \$5,000 artist grant that can be used for BeachFest alt events, the second part of the event will be featuring normal BeachFest artists at the Farmers Market for the month of October. Possibly considering calling it “Artober at the Market”
    - SB showed the updated logo for the “new BF experience” and discussion over if 2020 should be added
    - EM asked about possibility of pairing with Taco Challenge participating restaurants with SDRC for possible beer partnership for their virtual 5K BF run.
- SB has a meeting with retailers next week and will talk over the possibility of the shop local campaign this year. She will also be talking to them about the parking pilot, but she will hopefully have a better idea by next month about the shop local campaign.
- SB mentioned we should really push window painting/decorating this holiday season since we won't have the parade and some of the community want the parade/holiday spirit.
- SB reviewed the current status of the parking pilot program per MM requests
- SB we have been working with the eco-district folks on a Tour-de-PB bike ride with a self leading story/map that we will help promote and the Audubon society will have a stop, it will include businesses and mural stops

**Adjourned at 4:50 pm**

**THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.**

To request an alternative format, or to request a sign language or oral interpreter for the meeting, please contact the Meeting Coordinator at least five (5) working days before the meeting at (858) 273-3303 to ensure availability. Assistive Listening Devices (ALDs) are available for the meeting upon request.