



## PROMOTIONS OCTOBER MEETING MINUTES

October 14, 2020 at 4:00 pm, 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=K3N0RmJWeUhjVHduNmhPZFJJdm84UT09>

**Board Members in Attendance:** Eric Marenburg, Mark Morris

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

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

### Introductions/Sign in

**Public Comment/Non Agenda Announcements – NONE**

**Additions to Agenda – NONE**

### Agenda Items–

#### • **Promotion efforts for New Beachfest**

- BK reviewed promotion for BeachFest new events:
- Best of the Beach Fish Taco Contest
  - Tickets sold: 161
  - Instagram Ads
    - DPB page - \$200, 278 link clicks, 304 website visits, 91% from promotion, 47,049 reach (99% from promotion), 88,545 impressions
  - Facebook Ads
    - DPB event promotion - \$185 spent so far, 549 link clicks, 21,977 reach
    - DPB page ad - \$50, 90 link clicks, 8,449 reach
    - BeachFest page ad - \$50, 87 link clicks, 8,508 reach
- Artober at the Market
  - Starting ads this weekend for weeks 3 & 4 - \$50 for each week
- Beach & Bay Press promotion
  - Press release for both to Beach & Bay Press
  - Finalizing full page ad for Beach & Bay Press that includes all BeachFest activities and previews shop small market
  - Upcoming publication dates/deadlines for Beach & Bay press
    - 10/30 paper comes out
      - 10/23 need to know size to reserve space
      - 10/29 need as by noon at the latest
    - 11/13 paper comes out
      - 11/06 need to know size to reserve space
      - 11/12 need as by noon at the latest
    - 11/27 paper comes out
      - 11/20 need to know size to reserve space
      - 11/25 need as by noon at the latest a day early because Thursday is
    - 12/11 paper comes out
      - 12/04 need to know size to reserve space
      - 12/10 need as by noon at the latest
  - SB said we should send out an email to board members reminding them about BeachFest activities to remind them of the events and encourage them to share to their own social media pages
  - SB said we are getting a lot of positive feedback about the new format for this

#### • **Promotion efforts for Shop Small**

- SB explained shop small is coming up. We think the shop local discount card is doable. Part of the grant funding does have to go toward programming. Direct mailers are an option for how to spend some of that grant money. We can send out the

discount cards through the direct mailers. Direct mailers are paid by certain areas you cover that depend on the housing density of that area.

- Previously DPB did a mailer sent out to the area surrounding Garnet Ave and then Fanuel to the beach area and spent roughly around
- EM suggested a digital version that we do Facebook advertising for?
- MM said with people being home, it might be good to do it as a physical mailer, still thinks the digital is super effective. Maybe split the budget and go both mailer and digital?
- SB said we typically spend \$1000 for shop local so we could split - \$500 for digital and \$500 for mailers

#### • **Holiday Events**

- SB said we can do wreaths, window decorating, and shop small at the market this year on top of our shop small discount card.
- MM asked if we were doing any promotion for Movember?
  - SB in general in November we should be pushing any small retailers including specials to really support our local businesses on our social media
  - Other social media ideas include 12 days of Christmas highlighting different places to shop
- Need to figure out with the board if we want to spend the money for lights on the pier which she currently does advise
  - EM agrees we should try to get it sponsored but not spending out money
  - MM said he also agrees and says we can highlight it if someone does want to sponsor it
  - SB is going to check if the hotel is willing to still pay for half as well
- SB explained how we will be offering a shop small event at the farmers market like ARTober to our retailers in the neighborhood to have a “shop local holiday picks”
- Plan is to get all of the shop small details out to retailers this next week

**Adjourned at 4:40 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.