



## PROMOTIONS COMMITTEE JANUARY MEETING MINUTES

January 13, 2021 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>

**Members in Attendance:** Billy Ramirez, Tim Prüsener, Margy Goodman, Eric Marenburg

**Staff in Attendance:** Sunny Lee, Becca Kuntz

**Guest in Attendance:**

T. Prüsener called the meeting to order at 4:03 pm

### Introductions/Sign in

### Public Comment/Non Agenda Announcements –

### Agenda Items –

#### Action Items

- Annual Dinner - resetting a new date for the annual dinner. Pushing it into May or later for a potential gathering?
  - BR biggest concern is doing it too quick to the restaurants as some of the biggest donors of the event maybe at least 3 months after the industry is allowed to fully reopen
  - General discussion around the possible dates being still very tentative at this point, but giving ourself enough time after reopens to get it planning
  - No action taken
- 2021 Social Media Plan
  - SL want to create a plan for some social media when things start to reopen
  - BR once a month or once a week just move around the businesses in PB and highlight the neighborhood
  - SL we talked about attracting new followers
  - No action item
- 2022 Events/Promotions Budget
  - SL we need to talk about what the priorities are for the promotion committee and what we would like put forward for the committee at the Board Retreat -
  - SL shared a tentative budget for 2022 events
  - BR makes a motion to approve the promotions/events budget for FY22 MG second. Will be brought to the board 3/0/0

### New Business –

- Bikes, Boards, and Brews
  - EM - normally this event would be in April, so we need to make a decision if we can move forward with it. Should we plan for this event?
  - BR - said he thinks it is best if we just cancel it for this year
  - BK - I agree with that
  - EM keep tabling this item until later until we have more information about reopening in general
- Restaurant Walks
  - BR and BK pushing points on just giving the restaurants have more time to reopen and get their margins back up before we ask them for lots of free food at this point
  - EM will continue to push these then until that time when we have a better idea on things from the restaurant side

**Adjourned at 4:41 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.