



Promotions Committee

Agenda

April 14, 2021

4pm

Welcome/Introductions

Present: E. Marenburg, T. Pruesener, M. Morris, G. Cooper, M. Goodman, S. Lee

Non Agenda Public Comment

- Limited to 2 minutes on any non agenda items, items may be referred to Board of Directors meeting or future agenda item

Agenda Items- **INFO ITEMS**

1. 2021 Social Media Campaign
 - a. PB 123 Reels Campaign
 - i. S. Lee gave update on PB 123 Reels campaign.
2. 2021-2022 Events
 - a. E. Marenburg states that the Governor has said that guidelines end on June 15, 2021. Discussed events and how they will be handled and what to expect when things open up again.
 - b. Beach Fest
 - i. Discussed Beachfest and the group decided to move forward with planning.
 - c. Restaurant Walk
 - d. Other Events
 - i. Discussion on all events and how they will effect the businesses.
 - ii. S. Lee will send out an events survey to get a temp check on how businesses feel about participating in each event.

New Business

Pacific Beach Movies on the Beach – G. Cooper talked about research and pricing for beach movies activities. S. Lee will speak with Campland to talk about a potential location and will get back to the group.

Adjourned: 4:36 p.m.