



## Promotions Committee

Agenda

May 12, 2021

4pm

<https://us02web.zoom.us/j/89657895674?pwd=N0E4QndUODVuQ09XSmdYVENTZWZaUT09>

### Welcome/Introductions

Present: M. Goodman, E. Marenburg, R. Engstrom, M. Morris, T. Pruesner

Staff: 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
2. 2021-2022 Events
  - a. Beach Fest
    - i. Park reservation is approved. As long everything opens up June 15<sup>th</sup> then we will be able to have a regular event.
    - ii. Will we be forming the Beachfest committee?
  - b. Restaurant Walk
    - i. Talked about events survey. Businesses are ready to see events come back.
    - ii. Next month will have a better picture of how businesses are recovering – start marketing.
    - iii. Social media consulting – look into company that helped in the past
  - c. PB Beach Movies
    - i. Working with Campland. Meeting is scheduled for next week.
  - d. Other Events
    - i. Randall shared an idea about – Pacific Beach is San Diego's playground. Advertise all of the outdoor activities. Want to highlight the opportunities for spending time outdoors to change the perception of Pacific Beach.
    - ii. Eric mentioned a wellness event at the beginning of the year.

#### New Business

Adjourned: 4:32 p.m.