



Promotions Committee Agenda
November 9, 2022
4pm

Discover Pacific Beach
1503 Garnet Avenue

Welcome/Introductions

Sign-In Request

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

1. 2021-2022 Events Info Item
 - a. Holiday on Crystal Pier – Saturday, December 3, 2022
 - b. Holiday Parade – Saturday, December 10, 2022
2. New Banners update (Cherish)
3. Social Media update (Cherish)
 - a. Events social media calendar

New Business

1. Create goals for presentation at board retreat
 - a. Mission of promotions committee
 - b. Outreach strategy brainstorm
2. 2023 Master Calendar ideas
 - Annual Dinner – Thursday, March 23, 2023
 - **Bikes Boards and Brews - Saturday, August 5, 2023, Saturday, April 29, 2023**
 - Lord of the Wings – Saturday, June 10, 2023
 - Coast of PB Restaurant Walk – Wednesday, May 17, 2023
 - Heart of PB Restaurant Walk – Wednesday, September 13, 2023
 - BeachFest – Saturday, October 7, 2023
 - Holiday on Crystal Pier – Saturday, December 2, 2023
 - PB Holiday Parade – Saturday, December 9, 2023

Adjourn