



## **Promotions Committee Minutes**

**February 12, 2020 at 4pm**

**1503 Garnet Ave, San Diego 92109**

### **Welcome/Introductions**

Members Present: M. Morris, A. Lighty, T. Pruesener

Staff Present: S. Berns, B. Kuntz

### **Non Agenda Public Comment - none**

### **Agenda Items**

#### **Upcoming Events**

- **Digital Marketing Proposals**

- S. Berns discussed the upcoming plan for our digital marketing proposal for events. Prefer to continue with plan from last year but add in additional reporting/tracking of results.

- **Bikes Boards and Brews Marketing plan**

- S. Berns reviewed marketing plan for Bikes, Boards, and Brews event including returning guest discount email blast, newsletter blast, community calendars, digital billboard, social media (Facebook event page), board member outreach, poster design & printed materials, social media toolkit for partners, EDS marketing, press release to Beach & Bay Press/PB monthly/others
- The group discussed the pros and cons of flags for promotion vs. an option for a Grand Ave median banner

### **Adjourn**