



Promotions Committee

Minutes

March 9, 2022

4pm

Downtown Works Wave Room
2nd Floor 4438 Ingraham Street San Diego, CA 92109

Welcome/Introductions: 4: 06p.m.

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. Annual Dinner Update– March 24, 2022

Randall shared overview of event

b. Bikes Boards and Brews – April 16, 2022

Sunny recommends calling off the event due to breweries and restaurant's negative impacts from the pandemic. It would cost DPB more to potentially buy kegs and would take away from the experience. It would not be the event we are used to having.

Eric requested a budget comparison

2. New Banner Proposals

a. Jared L's proposal was presented

b. Nichole 's proposal was presented

Banner campaign's goal is #wearesandiegoplayground

3. Hospitality Promotional Opportunities

- a. Fish Shop is having a donation event in May as a Coast of PB restaurant walk kick-off, a percentage of the proceeds will be going to DPB.

New Business

1. 100 Days of Summer – Coastal Business Promotion

The beach communities of OB, La Jolla & PB are banning together and creating a calendar 100 Days of Summer highlighting events in each community.

Mark requested to have DPB staff look into the Amazon Smiles program to see if we still receive donations.

Adjourn: **5:03 p.m.**