



## **Executive Director Monthly Report September 2020**

### **Committee Meetings**

#### **Promotions Committee Meeting: September 3, 2020**

- **Events update**
- **Fundraising ideas**
- **Old Town Summer Nights**

#### **Organization Committee: September 8, 2020**

- **Budget Update**
- **Sidewalk Vending**
- **Operational Update**

### **Additional Meetings/Events**

**September 2, 2020 – Samantha Meany – Patron Tequila**  
**September 2, 2020 - Café Coyote – Summer Nights Photo Shoot**  
**September 8, 2020 – Dia de los Muertos Committee Meeting**  
**September 9, 2020 – Old Town Community Planning Group**  
**September 9, 2020 – Don Pietro – Summer Nights Photo Shoot**  
**September 10, 2020 – Dia de los Muertos Committee Meeting**  
**September 15, 2020 – Mary Joseph – MFJ Systems**  
**September 16, 2020 – Fred’s – Summer Nights Photo Shoot**  
**September 22, 2020 – Dia de los Muertos Committee Meeting**  
**September 24, 2020 – Fiesta de Reyes – Photo Shoot**  
**September 29, 2020 – Dia de los Muertos Committee Meeting**  
**September 30, 2020 – Dani Evangelista, Eventworks**  
**September 30, 2020 – Chuck Ross, Fiesta de Reyes**

### **New Projects:**

- **Evaluate current grants that are eligible for reimbursement**
- **Create public monthly e-newsletter**
- **Create a Membership Brochure**
- **Research Old Town web cam opportunities/cost**
- **Old Town Summer Nights Marketing**
- **Street Closure Permit**
- **San Diego County Recovery Grant Application**

**Ongoing Projects:**

- Update Chamber website with open businesses information and marketing
- Update Chamber website with COVID-19 updates and resources
- Send email blast to Chamber members with COVID-19 updates and resources – weekly
- Send direct marketing email blast with open business information
- Research relief options for BID/Nonprofit organizations
- Work with BID Alliance to collaborate efforts to offer resources to businesses
- Communicate with City of San Diego to provide resources to BIDs and businesses
- Prepare agendas for committee and board meetings
- Send email communication outlining meeting schedule multiple times each month
- Respond to community and member questions
- Develop and outline social media schedule
- Create sponsorship deck for Old Town Chamber of Commerce
- Facilitate MAD Formation Research
- Facilitate fundraising activities
- Harney Street Market Marketing program
- Create Associate Membership policy/application
- Plan Dia de los Muertos event – November 1-2, 2020
- Plan Lucha Libre Festival – September 12, 2020
- Plan Taste & Tequila event – October 1, 2020
- FY2021 CEP Grant Application

**Future Projects:**

- Create a video marketing plan for Visitor Center advertisers
- Create a social media marketing schedule amid COVID-19
- Re-structure FY2020 & FY2021 BID Budget
- Apply for grant extensions for CEP, NRP, etc.

**Completed Projects:**

- FY 2021 BID Budget
- FY2021 CCSD Grant RFP
- FY2021 Sponsorship Decks
- FY2021 SDTMD Funding Request