



Marketing Committee Meeting Minutes

Wednesday, February 26, 12noon

Bo Beau Kitchen and Cashe

1027 University Ave, San Diego, CA 92103

- The group introduced itself.
- The group discussed the idea of a bi-monthly social media raffle.
- The group discussed budgeting priorities for FY21.
- The group discussed retail focused advertising.
- B. Nicholls gave an update on the website update.

Notices to the public:

Parking and access: Parking for the meeting may be found at the California Bank and Trust parking lot. An elevator to the second floor and suite 202 can be found at an entrance to the East of the bank entrance. Disabled persons of any kind are invited to contact the HBA for assistance with accessing and participating in the meeting. Translation services are available upon request. Any special requests must be made via email to benjamin@hillcrestbia.org three business days ahead of the meeting.

Brown Act:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Benjamin Nicholls at (619) 299-3330 at least 48 hours prior to the meeting.

Public Comment:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.