



Marketing Committee Meeting
BUSINESS ASSOCIATION
Minutes

Thursday, April 2, 2015 3pm
Hillcrest Business Association, San Diego, CA 92103

Attendees:

- B. Capizzi spoke during public comment and introduced a new way finding app called Webble. The group expressed interest in having B. Capizzi on the April agenda.
 - E. Hannon and M. Gamwell introduced the idea of a joint marketing plan for Park Hillcrest and the HBA. M. Gamwell asked the group for support in creating a marketing plan that could be presented at the next Uptown Community Parking District meeting that would allow HBA staff to manage the Park Hillcrest campaign for a designated amount of time.
 - M. Gamwell updated the group on the progress of the Hillcrest Lunch Menu campaign. The group is in support of the lunch menu campaign and reinforced that all businesses be approached to participate and suggested selling sponsorship to offset printing costs.
 - M. Gamwell proposed working with Certified Folder Display to produce the Fabulous Guide to Hillcrest Map, and use the proceeds to pay for the Traveler's Channel commercial. Certified Folder would be responsible for selling ad space, printing, layout design and distribution. The group preferred that the HBA do the Fabulous Guide to Hillcrest in house but expressed interest paying for distribution with Certified Folder.
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