



## BUSINESS ASSOCIATION Marketing Committee Meeting Minutes

Thursday, February 24, 2015 3pm  
Hillcrest Business Association, San Diego, CA 92103

### **Attendees:**

- M. Gamwell presented the designs for Movie Night. The committee expressed support for the design.
- E. Reynoso revisited the idea of working with the Travler's Channel to promote Hillcrest at hotels. The group expressed support for working with the Traveler's channel, and suggested that the HBA pay for the promotion rather than subsidize the cost for businesses to participate. The group also requested a consultation with an agent at Traveler's channel to discuss cost.
- M. Gamwell presented the opportunity to advertise in a local publication called Passport to San Diego. The group did not express interest in participating in Passport to San Diego.
- M. Gamwell presented a renewal contract for a co-op ad in San Diego Travel Magazine. The group expressed interest in canceling the co-op page and looking into an advertorial instead. The group also suggested looking into other co-op opportunities in different magazines.
- **Adjourn**