



## Marketing Committee Minutes

August 25, 2015

3:00pm

Hillcrest Business Association Office  
3737 Fifth Ave Suite 202, San Diego CA 92103

### Minutes

Members in attendance: Jessica Baro, Brian Casey, Mark Zangrando, Brad Webber

Staff in attendance: Benjamin Nicholls

- The group has a discussion concerning Business Recruitment Campaign.
- B. Nicholls discussed examples of business recruitment campaigns. He talked about the idea of ads, a website, and rewards for businesses that set up shop.
- The group agreed to have B. Casey try to contact brokers in the community and in the meantime HBA staff would design a brochure template.
- The group had a discussion about Shop Hillcrest for the Holidays including adding a Whole Foods window banner, a banner under the Hillcrest sign, bows on the sign, projected holiday light murals and sidewalk stickers.

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#### **Notices to the public:**

##### 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.

Hillcrest Business Association | 3737 5<sup>th</sup> Avenue Suite 202, Suite 202, San Diego, CA 92103  
(619) 299-3330 | HillcrestBIA.org | Info@HillcrestBIA.org