



Marketing Committee Meeting Minutes BUSINESS ASSOCIATION

Wednesday, January 7, 2014 3pm
Hillcrest Business Association, San Diego, CA 92103

Attendees:

- J. Nobel presented Dining Out CityBeat and invited Hillcrest to participate. The Marketing Committee expressed interest in creating a 6-page co-op ad in the upcoming issue. The HBA agreed to subsidize up 30% of the cost for the ads.
- M. Gamwell presented the Hillcrest lunch menu campaign. The campaign would advertise lunch specials throughout the neighborhood and would also be used by Park Hillcrest to promote their lunch trolley.
- E. Reynoso presented the idea a community window display contest to promote HBA events. The contest would encourage local businesses to decorate their window fronts as part of a neighborhood wide campaign. The winner of the contest would receive tickets for the owner and employees to an upcoming HBA event. The group expressed support for the campaign alignment with CityFest and Pride.
- E. Reynoso proposed reaching out to GayBowl to organize a special event promoting GayBowl in Hillcrest. The group showed support for the promotion.

Adjourn