



Marketing Committee Meeting

## BUSINESS ASSOCIATION

Minutes  
Tuesday, July 28, 2015 3pm

Hillcrest Business Association, San Diego, CA 92103

### Attendees:

- Michelle Anderson of Choose Local First spoke during public comment and asked the committee if they would be interested in offering pre sale ticket prices to Choose Local first Cardholders.
  - **Committee Voted in favor of offering pre sale ticket prices to Choose Local first Cardholders. 5/0/0 (Brain Casey, Jan Lovering, Ann Callahan)**
- M. Gamwell asked the committee for feedback concerning the Your Guide to Fabulous Video. The Videographer for the project will begin filming on Sunday August 9<sup>th</sup> in order to have the video completed by October.
- A. Callahan commented that there should be a stronger effort to represent the east end of Hillcrest in the Map.
- B. Casey suggested the videographer capture families, all types of couples, The flag, Murals, the arts offered in Hillcrest
- The Committee emphasized that the video should be authentic and avoid clichés about the community.
- The Committee created a list of all businesses an, locations and concepts for the video.
- M. Gamwell commented that she is meeting with the Videographer and his team next week.
  
- **Adjourn**