



Marketing Committee Meeting  
Minutes

Tuesday, May 26, 2015 3pm  
Hillcrest Business Association, San Diego, CA 92103

**Attendees:**

- C. Moreno Proposed bringing back the HBA Banner program and plaques for small businesses.
  - M. Gamwell suggested the HBA look into advertisement opportunities with Billboards and Bus shelter management companies like Clear Channel. The Billboards could be placed around the Airport and Zoo. The HBA could run a Billboard Co-op program to offset the costs.
  - The Committee advised ending the Radio Commercials once the 2014-2015 contracts expires in order to explore other marketing opportunities
  - B. Lovering suggested looking into advertising on Spotify and Pandora.
  - M. Gamwell spoke about pushing the Fabulous Hillcrest brand by crating Fabulous Hillcrest T-shirts, promoting in other cities and cross promoting with Uber and Lyft promo codes
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- **Adjourn**