



## MARKETING COMMITTEE MEETING

Monday, October 15 – 2:30 p.m.  
Hale Media, 1419 University Avenue, Suite D, San Diego CA 92103

### AGENDA

- Introductions
- Community news
- Updates on Current Projects:
  - “Fabulous Hillcrest” Marketing campaign:
    - Co-op ad discussion
      - PACIFIC Magazine
      - Dine Out Magazine
    - Fabulous Hillcrest final app presentation
    - Radio RFP’s
      - KBPS addition
  - SDSU Group on Business Development/Recruitment Package
  - SHOP Hillcrest for the Holidays and Amy’s Brainstorm Session!
- Recap on Special Events:
  - Hoedown
  - HBA Open House /Annual meeting
- Updates on upcoming Special Events
  - Taste n Tinis (Thurs, Dec 13)

Adjourn