



## MARKETING COMMITTEE MEETING

Monday, November 5, 2012 – 2:30 p.m.  
Hale Media, 1419 University Avenue, Suite D, San Diego CA 92103

### AGENDA

- Introductions
- Community news
- Just My Ticket presentation
- Updates on Current Projects:
  - “Fabulous Hillcrest” Marketing campaign – review structure and priorities
    - Co-op ad requirements
    - SHOP Hillcrest for the Holidays
      - Fabulous Hillcrest final app to launch with SHOP Hillcrest week of Nov 12
      - Radio to Kick off with SHOP Hillcrest
    - “Your Guide to Fabulous” (Hillcrest Map)
      - App to switch over to Fab listings post SHOP
        - Window Clings, other promotions?
  - SDSU Group on Business Development/Recruitment Package
- Updates on upcoming Special Events
  - Taste n Tinis (Thurs, Dec 13)

Adjourn