



## MARKETING COMMITTEE MEETING

Monday, December 3, 2012 – 2:30 p.m.  
Hale Media, 1419 University Avenue, Suite D, San Diego CA 92103

### AGENDA

- Introductions
- Community news
- SDSU Group on Business Development/Recruitment Package - Presentation
- 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 app to launched with SHOP Hillcrest!
      - Radio to Kick off this week
    - “Your Guide to Fabulous” (Hillcrest Map)
      - App to switch over to Fab listings post SHOP
        - Window Clings, other promotions?
- Updates on upcoming Special Events
  - Taste n Tinis (Thurs, Dec 13)

Adjourn