



HILLCREST

BUSINESS ASSOCIATION

MARKETING COMMITTEE MEETING

Monday, March 18, 2013 – 2:30 p.m.
HBA, 3737 5th Avenue Suite 202, San Diego CA 92103

AGENDA

- Introductions
- Community news
- New Project Ideas
 - HBA Member welcome kit/package
 - Cross-promotional opportunities for members to offer specials to new members
 - Online Business Directory
 - RFP Review
 - Timeline Discussion
 - Fabulous Hillcrest Friday -- Quarterly Merchant/Block Event
 - Business interest
 - Current ideas and new ideas for merchants
- Current Projects
 - Fabulous Hillcrest neighborhood promotions and Sunday specials
 - Park Hillcrest promotional campaign
 - Campaign launched on Mar 14
 - Business support for the campaign
 - Hillcrest Farmers Market Expansion – promotions
 - “Hillcrest Farmers Market” is growing campaign

Upcoming events:

- Taste of Hillcrest, Saturday, April 20 (Brew Walk addition!)

Adjourn