



# HILLCREST

## BUSINESS ASSOCIATION

### MARKETING COMMITTEE MEETING

Monday, May 7 – 2:30 p.m.  
HBA Office, 3737 5<sup>th</sup> Avenue Suite 202, San Diego CA 92103

#### AGENDA

- Introductions
- Community news
- Updates on New Projects:
  - Update on co-op “Fabulous Hillcrest” pages by local publications
  - Member Directory
  - Fabuteers
- Updates on Current Projects:
  - Marketing Budget/Plan FY 201 (going before board 5/8)
  - Your Guide to Fabulous: Edition 2.0
  - 2012 Banner Program
- Updates on Special Events:
  - Member Meeting at the Range, 5/16/ Marketing Theme! Brainstorm.
  - Taste of Hillcrest Recap – Saturday, April 21, 2012
  - Concierge Scavenger Hunt
  - Save the Date: Special Event Committee Meeting on Wednesday, May 9 at 12:30 pm

Adjourn