



Special Events Committee Meeting
Minutes

Wednesday, August 26, 2015 at Noon
Hillcrest Business Association, San Diego, CA 92103

Attendees: Sam Korish, Jessica Baro, Gabrielle Krah, Kelly Gillard, Cecilia White, Bonnie, Aryana Aguiar, Paul Smith, Benjamin Nicholls, Marisa Romero

- M. Romero reported current planning developments on Nightmare on Normal St. Requested support from the committee to provide liquor sponsor contacts and decoration volunteers.
- K. Gilliard suggested HBA contact the LGBT sports leagues and Trans community for volunteer support. Also suggested communications with the Imperial Court for creative collaboration with art projects.
- M. Romero gave updates on the Egyptian Quarter Movie Night event. Date and film had been selected as November 12 for the viewing of Lady and the Tramp.
- J. Baro commented that we should partner with local animal rescues to raise awareness and provide a platform for adoption services.
- B. Nicholls suggested community involvement with an animal costume competition and strategy of online promotions.
- J. Baro suggested a temporary installation of a doggy sanitation area with readily available disposable bags.
- B. Nicholls presented the new project: Hillcrest Night Market. The market would take place on the 3rd Thursday of every month near the Pride Flag. The event would feature 30 vendors, food fights, beer garden, interactive art, fire pits, live entertainment.
- S. Korish suggested pairing the breweries with a food truck to create a unique dining experience.
- S. Korish discussed a potential marketing plan, including billboard advertising and social media campaign.
- A. Aguiar suggested launching a dedicated event page on the Fabulous Hillcrest website to showcase a photo gallery and integrate with social campaigns.
- The Committee created a list of all businesses an, locations and concepts for the video.
- **Adjourn**