



Ad hoc Special Events Committee Meeting  
Minutes

Wednesday, February 4, 2015 12pm  
Hillcrest Business Association, San Diego, CA 92103

**Attendees: Marisa Romero, Benjamin Nicholls, Megan Gamwell, Amanda Brown, Lukas Volk, Jonathan Rivera, Sam Korish, Jessica Baro, Michael Calles, Eddie Reynoso.**

- M. Romero presented updates on Hillcrest Fat Tuesday planning. She gave a report on logistics and invited the committee to join in volunteer opportunities. The group expressed support for the bringing the event back to the original format.
- M. Romero presented the spring Hillcrest Movie Night. The group discussed logistics, promotions, and additional activation elements.
- M. Romero presented the Amazing High Heel Race and the group voted on a new date to hold the event. Group discussed logistics, promotions, and collaborated on fundraiser ideas. Collectively the group voted on fundraising for the Pride Plaza.
- E. Reynoso presented a new community event, LGBT Varsity Sports block party. He was looking for the HBA's support in producing the event and that the event would attract a new market for the neighborhood. The HBA would receive profits from ticket sales and a portion of the sales from the sports game ticket packages. The group discussed a scheduling conflict with HBA Nightmare on Normal Street event and requested E. Reynoso work with M. Romero to discuss partnership opportunities.
- L. Volk presented a new community event, Hillcrest Craft Beer Crawl. He requested marketing and business solicitation support from the HBA. The group expressed their interest and wanted L. Volk to continue planning and bring updates to next meeting.

**Adjourn**