



HILLCREST

BUSINESS ASSOCIATION

MARKETING COMMITTEE MEETING

Monday, March 4, 2013 – 2:30 p.m.
HBA, 3737 5th Avenue Suite 202, San Diego CA 92103

AGENDA

- Introductions
- Community news
- New Project Ideas
 - Online Business Directory
 - Quarterly Merchant/Block Event – carry over discussion from February
- Current Projects
 - Fabulous Hillcrest neighborhood promotions and Sunday specials
 - Park Hillcrest promotional campaign
 - Press Event March 14 at 1:30 pm
 - Web site and Mobile App
 - Shuttle
 - Billboards
 - Posters
 - Check presenters
 - Scratchers
 - Street teams
 - Hillcrest Farmers Market Expansion – promotions
 - Shuttle route to include Sunday stop at the market to parking lot
 - Market Buck give-aways on existing shuttle routes
 - Posters & flyers in the neighborhood
 - Directional A-Frames
 - Social Networking info & contests
 - Day of April 7 event at School District building to promote parking

Upcoming events:

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

Adjourn