



HILLCREST

BUSINESS ASSOCIATION

MARKETING COMMITTEE MEETING

Monday, May 6, 2013 – 2:30 p.m.
Somerset Suites, 606 Washington St, San Diego, CA 92103

AGENDA

- Introductions & New Chair Welcome!
- Community news
- Mainstreet Conference Recap
- New Project Ideas
 - Online Business Directory
 - RFP Review
 - Timeline Discussion
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 - HBA Member welcome kit/package
 - “Fabulous Hillcrest Friday” -- Quarterly Merchant/Block Event
 - Review Ideas from Open House Brainstorm
- Current Projects
 - Fabulous Hillcrest neighborhood promotions and Sunday specials
 - Park Hillcrest promotional campaign
 - Hillcrest Farmers Market Expansion

Event recap:

- Taste of Hillcrest
- Quarter Member Open House

Upcoming Events

- The Amazing High Heel Race, Saturday, June 15
- Pride of Hillcrest Block Party, Friday, June 12
- CityFest, Sunday, August 11

Adjourn