



Marketing & Promotions Committee

Agenda

Monday, February 8, 2016

3:00pm- 4:30pm

- I. Welcome
 - A. Introductions
- II. Approval of Minutes
 - A. Meeting Minutes of January 25, 2016
- III. Marketing/ Promotions Update
 - A. New
 - 1. Bike Month Activity - February 19, 2016
 - 2. Photo Contest Campaign
 - 3. SDBD Business Directory Campaign
 - a) E-newsletter, e-blast, mixers, workshops
 - B. Old & Continuing
 - 1. Sponsorship Opportunities Brochure
 - 2. Printed Business Directory
 - 3. Dine Diamond Brochure
 - 4. Grub Hub for local restaurants
- IV. Advertisement
 - A. Website
 - B. Winter/Spring Printed Newsletter
- V. Planned Events
 - A. Storefront Improvement Workshop - February 25, 2016
- VI. Committee/ Meetings
 - A. Executive Committee - Thursday, February 11th at 11am
 - B. Economic Development Committee - Thursday, February 11th at 12pm
 - C. Board Meeting - Tuesday, February 16th at 6pm
 - D. Diamond Street Festival Committee - - Thursday, February 18th at 4pm
- VII. Adjourn

Next Meeting: Monday, March 14, 2016 at 3:00pm