



Marketing & Promotions Committee

Agenda

Monday, April 11, 2016

3:00pm- 4:30pm

- I. Welcome & Introductions
- II. Approval of Minutes
  - A. Meeting Minutes of February 8, 2016
- III. Marketing/ Promotions Update
  - A. Website Updates (business directory and general updates)
  - B. Printed Media Campaign - Recommendation Needed
  - C. 2015 Annual Report Mailer
  - D. Sponsorship Opportunities Brochure
  - E. Food Delivery Partnership (local restaurants)
  - F. Dine Diamond Brochure
  - G. Printed Business Directory
  - H. Photo Contest Campaign - Tabled
- IV. Planned Events
  - A. Diamond Business Corridor Cleanup - Saturday, April 23rd from 9am-12pm
  - B. Spring Business Networking Mixer - Thursday, April 28, 2016 from 6pm-8pm
  - C. SANDAG Go by Bike Mini Grant
    1. Photo Campaign May 1st - May 20th
    2. Bike Inspections May 4th, 11th, 18th, 25th
  - D. Business Plan Workshop - Friday, May 6, 2016 at 10am
- V. Advertising Opportunities
  - A. Website
  - B. Summer/Fall Printed Newsletter
- VI. Committee/ Meetings
  - A. Economic Development - Thursday, April 14th at 12pm
  - B. Board Meeting - Tuesday, April 19th at 5:30pm
  - C. Diamond Street Festival Committee - Monday, April 18th at 4pm
- VII. Adjourn

Next Meeting: Monday, May 9, 2016 at 3:00pm