



Diamond Business Association
Marketing & Promotions Committee Meeting
Thursday, September 8, 2016
5:30pm-6:30pm

AGENDA

- I. Welcome & Introductions

- II. Marketing Update
 - A. Printed Business Directory
 - B. Dine Diamond Brochure
 - C. Website
 - D. Printed Materials
 - E. Rate Sheet

- III. Events Promotions
 - A. September Workshop
 - 1. Partner with Zumah
 - B. Taste of the Diamond
 - 1. Thursday, October 20, 2016 from 6pm-9pm
 - C. November Workshop
 - D. Holiday Party Mixer with College BID

- IV. Taste of the Diamond
 - A. Print & Online Media Advertisement
 - 1. The reader tweet & instagram

- V. Adjourn

Next Meeting: Thursday, October 13, 2016 at 5:30pm