



Diamond Business Association, Inc.
dba Southeastern Diamond Business Association (SDBD)

Marketing Committee Meeting Minutes

March 4, 2020 | 9:00 a.m. - 10:00 a.m.

Diamond Cowork, 5003 Imperial Avenue, Ste. 114-A, San Diego, CA 92113

www.info@sdbd.org | www.sdbd.org

619-487-1591

1. Karla Ruiz, Chairperson, called a meeting to order at 9:13 a.m.
2. Members Present: Karla Ruiz, Kim Phillips-Pea, Jasmin Thompson
Staff: Liliana Garcia-Rivera, Michelle Price
3. Discussion of Calendar of Events
 - Discussion - San Diego County Fair Mixer - Recap
The event is growing and we will be looking at a new larger location for next year's photoshoot mixer. We had more business members than ever and it was agreed to continue focusing on increasing business member participation. Karla Ruiz will take this decision to the board for ratification. Everyone will be welcome and may even take photos but banner placement priority will be given to the business members.
 - Taste of the Diamond - May 16, 2020
US Bank is the Event Sponsor and we have five table sponsors committed. US Bank will have a one minute commercial and each table sponsor will have a 30 second commercial. We will have a banner made with all sponsor logos and include the branding wherever possible making the US Bank banner more prominent than the others. The logistics of the event takes place with staff but suggestions and recommendations are welcome.
 - i. Suggestions for Logistics Planning
 1. Closing off or fencing off the event. It can be expensive. Jasmin Thompson recommended we use the classic cars section it off. Using the 10x20 canopies with back walls can also create a barrier.
 2. Kim Phillips-Pea suggested we paint the brick wall of US Bank before the event so that we can have the backdrop. She will put together a proposal.
 3. Karla Ruiz suggested we create an orientation video for the restaurants.
 4. In addition to each business creating their own coupon, the Diamond Business Association can create a generic coupon.
 5. Lanyards can be given to each ticket holder.
 6. Diamond Business Association Step and Repeat to be taken to the event.
 7. Blingiest Costume Contest - Bring your bling!

8. Red Carpet - Michelle Price will ask Derby United
 9. Karla Ruiz suggested an area for the kids (face painting) - Kim P Phillips-Pea can get face painting
 10. Photobooth - Kim Phillips-Pea will research
- ii. US Bank Mixer - April - Spring Mixer - To be discussed at a later date
- o Mixer for Banner Distribution (US Bank Mixer)-tabled
 - o Diamond Street Festival-tabled-tabled
 - i. Sponsorship Package
 - ii. Collateral Package
4. Websites - tabled
 - o Diamond Business Association (sdbd.org)
 3. Business Cards
 - o Liliana Garcia-Rivera informed the committee that new staff cards were being created. Karla Ruiz asked if it would be possible to have a generic Diamond Business Association card made. Liliana Garcia-Rivera recommended that it be double sided with the Diamond Cowork information on the back.
 4. Diamond Newsletter (Electronic / Printed) - Tabled
 5. Directory (Electronic) - Tabled
 6. Digital Business Marketing - Discussion was tabled with the agreement to meet next week, same day and time, to create a Digital Marketing Campaign for both major upcoming events.
 - o Social Media
 - o Text Marketing
 - o Video Segments
 - o Influencer Development
 7. Adjournment - Meeting was adjourned at 10:16 a.m.

Next Meeting: March 11, 2020 at 9 a.m., Diamond Cowork, 5003 Imperial Avenue, San Diego, CA 92113.