



HUNTINGTON BEACH DOWNTOWN  
BUSINESS IMPROVEMENT DISTRICT  
[www.hbdowntown.com](http://www.hbdowntown.com)

## **MARKETING & PROMOTIONS COMMITTEE**

### **SPECIAL MEETING AGENDA**

Date: March 13, 2017  
Location: HB Downtown BID Office  
315 3<sup>rd</sup> Street, Suite E

Day: Monday  
Time: 2:00PM

- I. Call to Order/ Roll Call
- II. Public Comments
- III. Accept Minutes from Feb 3, 2017 Meeting
- IV. BID Manager to provide information re: current advertising, promotional campaigns, and signature events, with update re: new event – SANDCASTLES on MAIN.
- V. Review Pending New Promotions, such as:
  - a. Welcome Bags
  - b. Hotel Amenities / Concierge Tours
  - c. Rack Card
  - d. Stroll & Savor type event
  - e. Tattoo Festival
  - f. Other????
- VI. Establish priorities and determine next meeting date
- VII. Adjourn