



## **MARKETING COMMITTEE MINUTES**

Date: December 13, 2017  
Location: Kimpton Shorebreak Hotel  
500 Pacific Coats Hwy  
Huntington Beach, CA 92648

Day: Wednesday  
Time: 9 am

- I. **Call to Order** – 9:08am
- II. **Roll Call** – Present: Lizzie Raudenbush, Jen Williams, Pat Rogers, and Kim Kramer. Absent: Bob Bolen, Giovanni Prada, and Dick Thorpe.
- III. **Public Comments** – none
- IV. **Approval of minutes** –
  - a. Pat motioned to approve minutes from Marketing Meeting 11/1/17, Lizzie seconded. All in favor. Minutes filed as written.
- V. **Establish goals to achieve over next 12 months** –
  - a. Update BID member contact information in database.
    - i. Kim Kramer volunteered to compare our current database against the City BID member list and find missing member info. We can then use Visit HB ambassadors to collect missing info. Kim will then work with Lizzy to create a Monkey Survey.
    - ii. Committee will examine other communication options besides Robly.
- VI. **Discuss BID website and HB Downtown app** –
  - a. Mary Ann stated that Rob Kee with Enlarge Media who does the Surf City Nights website could take over the HB Downtown website.
    - i. Jen shared they use Larson Group and square space for Pacific City.
    - ii. Pat added Jake with Visit HB does a great job.

1. Committee concluded they will seek proposals to redesign website and Lizzy will draft a RFP by Monday.
- b. Strategy is to market through email, redesign HB Downtown website, and research APP.
- c. Committee also discussed speakers and lighting. In addition to creating a vibe it helps with safety and homeless.
- d. Pat shared Visit HB is doing a survey beginning in April identifying visitors vs. residents.
- e. Kim Kramer added this is the most important committee and it should have a mission and criteria. He also feels 1 meeting 1hr per month is not enough.
  - i. Next meeting will be scheduled for 90 minutes.
- f. Revisit goals at January meeting.

VII. **Adjourned** – 10:07am

- a. Next meeting Thursday, January 18<sup>th</sup> @ 9am.