



Marketing Happy Hour Minutes
February 28, 2023 – Location: Cherry Wine

10 Second Introductions – 29 members were in attendance.

Agenda Items

1. **ADA Website Compliance Training** – ONLINE. Tomorrow and Thursday. All should attend to learn about new requirements. Small businesses are being targeted in lawsuits. Wed, Mar 1 at 1:00 PM; Thursday, Mar 2 at 9:00 AM
2. **Diversity, Equity and Inclusion Training** takes place at Empress Hotel immediately following next week's BOD/Membership Meeting. There are still a few seats available. If anyone would like to attend (dinner provided by Piazza 1909) let Jodi know today.
3. **Scavenger Hunt** – March 12 11 am to 2pm – Event begins at Sotheby's – Riford Library on Draper. 18 locations.
4. **Marketing Happy Hours/Marketing Breakfasts** – Quarterly breakfasts to replace happy hour. First month of every quarter keep to 4th Tuesday - July 18, October 24, January 23, 2024
5. **Member Appreciation Event** – Should this be annual in conjunction with the Holidays Happy Hour? Last year an event was also held in April as well.
6. **Arts and Culture Update** (Art Walk themes are below) – Katey/Jodi. Guided tours being developed by Gallery Group
7. **Culinary Cove and Cocktails Tour** – Arthur/Jodi – The Best of La Jolla Cove – Seals, Sunsets, Cocktails and Cuisine.
8. **Concours d'Elegance** – Window Decorating Contest Month of April
9. **Social Media Update** – Maddie Mackey/Natalie Resendes

Meeting Adjourned at 5:40

Art Walk Monthly Themes:

April – Earth
May – Mom
June – Pride
July – Red, White and Blues
August – Water (National Water Quality Month)
September – Learn
October – Art and Wine (This is the same weekend as Art and Wine Festival.)
November – Gratitude
December – Holidays
January 2024 - Renew

Upcoming Marketing Happy Hour Locations:

March 28 – Life Time Cafe
April 25 – Eppig Brewing with Lobster West
May – Mermaids and Cowboys
June – TBD
July (Business Breakfast?)
August-TBD
September- TBD
October (Business Breakfast?)