



NEWPORT BEACH
RESTAURANT ASSOCIATION

TO: NBRA BID MEMBERS

RE: FY 2010-2011 MARKETING SUMMIT & NEW WEB SITE LAUNCH MEETING

Your attendance is important. If you cannot attend please send an official restaurant representative, or, call Peggy Fort from CMC Inc. at: (949) 675-0501. Our next meeting is rescheduled for: **THURSDAY, JUNE 10TH, 2010 @ 9:30AM**

THE BUNGALOW RESTAURANT

2441 E. Coast Hwy. Corona del Mar – 949.673.6585

AGENDA

- I. **CALL TO ORDER, WELCOME & INTRODUCTIONS** - Sheri Drewry

- II. **GENERAL OVERVIEW OF NEW WEB SITE: LAUNCH & FEATURES** – Peggy Fort & Jason Lavin
Web Site Presentation, Questions & Answers

- III. **NBRA BID FY 2010 -2011 MARKETING PLAN OF WORK OVERVIEW** - Peggy Fort & Sheri Drewry
FY 2010-2011 Plan of Work & Budget Review

- IV. **2011 NEWPORT BEACH RESTAURANT WEEK** – Peggy Fort & Sheri Drewry
Dates: January 21-27, 2011
Open Forum Discussion:
Campaign Specifics, Important Dates, Timelines, Budget, Buy In, Price Points, Marketing, Sponsorship, Cross Promotions, Launch Events, etc.

- V. **OPEN FORUM & ROUNDTABLE ANNOUNCEMENTS**

- VI. **MEETING ADJOURNED**