

BUSINESS DEVELOPMENT COMMITTEE MEETING

Minutes

Tuesday, November 17, 2015

12:00 PM

North Park Main Street * 3076 University Ave * (619) 294-2501

Attendance: Nate Benedetto, Alex Dolan, Jillian Wolter (Executive Assistant), Angela Landsberg (Executive Director)

1) Call to Order: 12:08 PM

2) Approval of Agenda & Minutes

- Agenda Approved by consensus
- August Minutes – postponed to next month – lack of quorum

3) Non-Agenda Public Comment

4) Presentation: Hilton / Hyatt Downtown – Alex Dolan, The Travelers Channel

- A. Help guests explore different neighborhoods – Little Italy, Hillcrest,
- B. 38x per day – 30 minute loop, picks up wherever the loop at that moment
- C. Commercial spots and neighborhood content features
- D. Completely customizable
- E. 10,000 hotel rooms, 30 hotels in Mission Bay, Downtown, La Jolla, Del Mar
- F. Annual or 6-month contract – 85% do annual contracts
- G. Los Angeles competitor – City Explorer – no longer servicing San Diego
- H. North County loop highlights Carlsbad – San Diego only
- I. Expanding to Newport and Phoenix hotels – in coming months
- J. Might be too focused on people who are already here – but will research the rates to
- K. Hillcrest 3 months in summer, 3 in winter – 2 minutes for 6 months – morning afternoon and night
- L. Will present to businesses to see if anyone wants to 30 seconds \$1000 and we own the rights

5) Angled Parking Petitions

- A. Tabled to next meeting to assign volunteers to get signatures

6) Business Directory

- A. Intern Project – collect contact information and complete list for future use

7) Business Mixer at Caffe Calabria

- A. Wednesday, 11/18 at Caffe Calabria from 5-8pm
- B. Free to all Staff members of North Park businesses

8) Announcements

9) Adjournment

Meeting adjourned at 1:00 PM