

# BUSINESS DEVELOPMENT COMMITTEE MEETING

## MINUTES

North Park Main Street  
Tuesday, June 21, 2016 at 12:30 PM  
North Park Main Street Office | 3076 University Avenue  
(619) 294-2501

*Attendance: Mario Sanchez, Cindy Matherly, Nima Ghaheri, Kristin Hardy, Carlos Ramirez, Steve Blasingham, Jillian Wolter (Assistant Director)*

### 1. Call to Order: 12:30 PM

### 2. Approval of Agenda and Minutes

- Approved on Consensus

### 3. New Business Outreach / Business Resource Guide

- Review Sample Packet with new folders and updated information
- Thank you to Kristin for providing updated contact list – to be added to packet
- Final Additions:
  - Graffiti Removal Information
  - Farmers' Market Information

### 4. City of San Diego Partnership with Reel-Scout

- Free platform to market filming locations, services, incentives, etc.
- This is a great opportunity to get exposure for North Park as a destination as well as individual businesses and notable locations – will be viewed by filmmaking teams while scouting locations for upcoming projects
- North Park Main Street will find out more about how to market the neighborhood overall as well as get individual businesses and locations setup on the website
- Platform can be accessed at [http://sandiego.reel-scout.com/loc\\_results.aspx](http://sandiego.reel-scout.com/loc_results.aspx)

### 5. Explore North Park Street Banners

- Limited number available for purchase thru the end of July
- Contact [angela@northparkmainstreet.com](mailto:angela@northparkmainstreet.com) for availability

### 6. Summer Business Mixer | Tuesday, June 28

- Event will take place at the new ChuckAlek Biergarten at Art Produce with food generously provided by Tostadas
- All staff members of North Park businesses are invited to attend for free - Non-members and guests \$10 donation is requested

### 7. Announcements

### 8. Adjournment

Meeting adjourned at 1:12 PM