

BUSINESS DEVELOPMENT COMMITTEE MEETING

MINUTES

North Park Main Street | 3939 Iowa Street, Suite 2 | (619) 294-2501

Tuesday, November 14, 2017 at 11:00 AM

1. **Call to Order: 11:03 am**
2. **Approval of Agenda and Minutes**
 - a. Approved on consent
3. **Public Comment on Items Not on the Agenda (3 minute limit per person)**
 - a. No comment
4. **Small Business Saturday**
 - a. Angela Landsberg encourages attendees to shop locally for Small Business Saturday and stated that it was the seventh year for the event in North Park. The event will feature a scavenger hunt, giveaways, and media attention.
5. **Reporting of BID Performance Metrics**
 - a. Angela gave an overview of the performance metrics now required by the City. Committee attendees offered possible solutions to obtaining the required metrics, including obtaining a Costar account. The first metrics report is due in January.
6. **Mistletoe Market**
 - a. Angela gave an overview of the event which will take place in concurrence with the North Park Thursday Market. The event will be family friendly and push retail.
7. **Mini-district Tour**
 - a. Angela gave an overview of Business Improvement District funding and how the BID is a program of NPMS. She stressed that the NPPBID is a program of NPMS as well. She proposed a tour of the NPPBID area to identify projects during the next meeting on December 12th.
8. **Announcements**
 - a. Angela announced that she will be meeting with Civic San Diego regarding new art for the North Park parking Garage. Also, she will have an update on the mini-park.
9. **Adjournment**

Meeting adjourned at 12:02 pm

Next Meeting: December 12, 2017 at 11:00 AM