

PROMOTIONS / FESTIVAL OF ARTS COMMITTEE MEETING

Minutes

Thursday, January 15th 2015

11:00 AM

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

Attendance: Jason Noble, Lea Caughlan, Sara Morrison, Kelsey Prince, Chanel Cook, Jason Gould, Donna Posin, Sara Kennedy, Ryan Blank, Paris Landen, Travis LeGrand, Angela Landsberg (Executive Director), Jillian Wolter (Executive Assistant), Dani Jimenez (Events Coordinator)

- 1) **Call to Order: 11:05 AM**
- 2) **Introductions / Public Comment**
 - None
- 3) **Approval of Agenda & Minutes**

Motion by Jason Noble, Seconded by Lea Caughlan

 - Approved by consensus
- 4) **Festival of Arts – May 16, 2015**
 - a. **Artists and Vendor Registration**
 - i. 2015 Vendor Applications have been distributed via Constant Contact to our Vendor List (500+ vendors) – so far the response has been great
 - ii. The blanket fee structure we are adopting this year will make all merchandise booths the same price, and all food booths the same price
 - b. **Layout & Placement**
 - i. Committee reviewed a preliminary map of the festival layout
 - ii. Grim Street will be a Kid-focused area
 - iii. Herman Street will be the Live Art area, unless a permanent mural location is selected in a different location
 - iv. 5 stages will be setup throughout the festival – exact placement TBD
 - c. **Music Committee**
 - i. Music Committee Meeting TBD
 - ii. Committee will decide on a process for sorting through all the interested applicants
 - d. **Live Art Committee**
 - i. Project ideas: permanent or movable mural, art cars/trucks/dumpsters
 - ii. Committee would like to do at least one permanent art piece that can remain in North Park for a period of time
 - iii. Budget is still TBD. Jason Gould will put out a call for donated cars and Angela will contact CVS and EDCO to gauge their interest in participating
 - iv. Live Art Committee Meeting TBD
 - e. **Craft Beer Block & Beer Gardens**
 - i. Beer donation applications were distributed in December
 - ii. Stone Brewing Company has stepped up to be a major beer sponsor this year
 - iii. Waypoint Public will sponsor the Craft Beer Block again this year

f. **Promotion**

- i. Social Media promotion will begin in the next week
- ii. Preliminary poster with basic information is being developed for distribution now
- iii. Poster contest will launch early February
- iv. Second round of posters with more detailed info will be released late March for the big push leading up to May

g. **Poster Design Contest**

- i. **Poster Design Contest** will run February 9 to March 3
 - a. Official rules will be developed by Main Street staff and A7D
 - Will state that the committee has the right to choose the final design
 - Rules should convey the importance of appropriate design because it will be mass distributed as promotional material
 - b. February launch will include Official Rules, press release and media support
- ii. **Kids Design Contest**
 - a. Donna Posin met with Jefferson Elementary and has established a date for the in-class visits
 - b. Budget will need to be established for supplies – paper, paint brushes
 - Jason Gould offered to contact a friend at Craftsman Supplies to see if they might be willing to donate some supplies or offer a discount
 - We could also ask Friends of Jefferson group to help supply materials

h. **MISCELLENOUS**

- i. **Water Sales** – One issue last year was confusion about who would be selling water. Clear strategy is needed for this year
- ii. **Street Games** – Confirm ability to have street games (such as Giant Jenga)
- iii. **Barricades** – Group prefers the lower moats (as used at Sonofest) rather than the tall ones that are too restricting
- iv. **Permits** – Special Event permit and new CEQA Permit was submitted in November 2014

i. **Deliverables:**

- i. Dani will re-send the vendor application toward the end of the month as a remind that the Early Bird rate will end January 31
- ii. Volunteer Registration can be accessed here:
<http://www.signupgenius.com/go/20f094eabab2dabf94-2015>
 - a. A7D will help create a more concise / personalized link by next meeting
- iii. Poster Contest Rules will be created by North Park Main Street staff and A7D
- iv. Reach out to people who could donate cars or objects to be painted or could donate any kind of supplies as part of our Live Art installation

5) **Open Discussion / Announcements**

6) **Adjourn**

Meeting adjourned at 11:54 AM

**Next Meeting:
Thursday, February 19th, 2015**