

ECONOMIC RESTRUCTURING COMMITTEE MEETING

Minutes

Tuesday, November 18th, 2014

12:00 PM

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

Attendance: Trent Riley, Mario Sanchez, Dang Nguyen, Matt Gordon, Corey Watson, Angela Landsberg (Executive Director), Jillian Wolter (Executive Assistant)

1) Call to Order: 12:02 PM

2) Introductions

- None

3) Approval of Minutes & Agenda

Motion by Mario Sanchez, Seconded by Matt Gordon

- Approved by consensus

4) Website Redesign

The Committee discussed their assigned website edits. Main points:

1. Reduce wordiness and make descriptions more clear and concise.
2. "What is North Park Main Street" section needs a lot of work to make our objectives and services understandable.
3. Committees will each have a more unique landing page with space for more information.
4. Increase amount of visuals aid – pictures, clickable banners, more informative homepage.

5) New Business Openings / Closings

- A. Bash! Event Boutique
- B. BeeHappy
- C. Geographie
- D. Simply Local
- E. Berkeley Pizza

6) Announcements and Public Comment

-None

7) Adjourn

Meeting adjourned at 12:52 PM

**Next Meeting:
Tuesday, December 16th, 2014**