

ECONOMIC RESTRUCTURING COMMITTEE MEETING

Minutes

Tuesday, December 16th, 2014

12:00 PM

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

Attendance: Trent Riley, Angela Landsberg (Executive Director), Jillian Wolter (Executive Assistant)

1) Call to Order: 12:08 PM

2) Introductions

- None

3) Approval of Agenda & Minutes

- Agenda Approved by consensus
- Approval of minutes tabled to next meeting due to low attendance

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) 2015 Goal Setting

- Group discussed potentially finding a new name for the Economic Restructuring Committee - will be discussed at next meeting
- More business outreach: Welcome packets, new business resources / contact info, etc.
- Identify available parcels for rent or sale and help promote
- Create business wish list for types of services / establishments desired in North Park

6) Announcements and Public Comment

-None

7) Adjourn

Meeting adjourned at 12:48 PM

**Next Meeting:
Tuesday, January 20th, 2015**