

**North Park Main Street  
Economic Restructuring Committee  
Tuesday, February 19, 2013  
Minutes**

**Attendance**

Trent Riley (chair), Nikki Berdy, Chris Roehm, Cheryl Dye, Angela Landsberg (Executive Director) and Kevin Clark (Assistant Director)

- 1. Call to Order at 12:00 p.m.**
- 2. Approval of Minutes and Agenda**  
Minutes and agenda approved by consensus.
- 3. Announcements and Public Comments**
  - Angela Landsberg announced that the Festival planning is in full swing. The poster contest will end today and a winner will be announced at a small reception in the garden at Art produce February 28<sup>th</sup>.
- 4. Street Banner Update**
  - Kevin Clark reported that staff has worked on mapping and doing a cost estimate for new banners. The cost of a total set is about \$8500, a University Ave set would cost \$4000 and the cost of 30<sup>th</sup> Street is \$4500. After some discussion the group decided that we should apply for a grant to pay for the banners. Cheryl Dye suggested that should decide the brand of North Park when we move forward with the new banners.
- 5. North Park Recruitment Video Update**
  - The group then reviewed the new promotional video that was produced for NPMS. The group felt that the video was really great. Angela Landsberg noted that she wanted the shot of a tattoo being started taken out. Other notes from the group included the inclusion of more street art, architectural shots and people actually doing stuff. Angela then noted that a decision has not been made as to where the video should live.
- 6. New Businesses Openings/Closings**
  - North Park Bikes
  - Swoon
  - Alternative Medicine
  - Co-work Space
  - Indulge
  - Bottlecraft
  - Pigment
- 7. Adjourn — 12:58 p.m.**

**Next Meeting: March 19, 2013**

Respectfully submitted,  
Kevin Clark, Assistant Director  
Chair: Trent Riley