

PROMOTION COMMITTEE MEETING

Minutes

Friday, March 15th 2013 at 11:00 AM

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

Attendance: David Gamboa, Jessica Morgan, Kristian Zaspel, Kara Kong, Brijet Myers, Jason Noble, Angela Landsberg (Executive Director), Kevin Clark (Assistant Director)

1) Call to Order: 11:01 am

2) Introductions & Announcements

Kara Kong from the Rock N Roll Marathon attended and laid out the plans for the marathon to come through the North Park Area. The committee talked about promotion the route and other opportunities to team with the group.

3) Approval of Minutes & Agenda

Approved by consensus

4) Festival of Art Promotional events

The committee discussed a variety of events that we can have to promote the CBB and the festival.

Some of the ideas:

- Events at beer centric locations: Bottlecraft, Toronado, URBN, and the brewers tasting room.
- A Daytime band show at Bar Pink
- Giveaways at the Farmers Market

5) Festival of Art promotional strategy and planning

The promotional strategy will be to engage people on social media, engage with arts schools in the area and to get features on blogs. The event will be featured in local publications.

6) San Diego Street Food Festival

We are being approached to support special events in North Park. This is simply the first one. The promotion committee decided not to take any action to support this event yet. The committee expressed that special events should be supported on a case by case basis.

7) March/April Social Media Calendar

- Drinkabout the 20th
- Citybeat food issue
- Filmout Hitchcock fest

8) Open Discussion

- The committee decided to move meetings to Thursday to better accommodate the schedules of the members and improve attendance and participation.

9) Adjourn

Meeting adjourned at 11:59 am

Next Meeting: Thursday, April 18th 11:00am