

PROMOTION COMMITTEE MEETING

Minutes

Thursday, April 18th 2013 at 11:00 AM

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

Attendance: David Gamboa, Jessica Morgan, Melinda Chemor, Jason Noble, John Anderson, Cheryl Dye, Angela Landsberg (Executive Director), Kevin Clark (Assistant Director)

1) Call to Order: 11:03 am

2) Introductions & Announcements

Angela Landsberg reported about the art event that was held the previous Saturday. She thought that it was a good event; the tour was just a little long.

3) Approval of Minutes & Agenda

Approved by consensus

4) Festival of Art Promotional strategy and planning

A. Blog posts

MySMN has contacted the authors of many local blogs about covering the event.

Our blog will post about the festival running up until then.

Citybeat is highlighting the event online and in their issues.

B. Facebook

We are highlighting participants both brewers and artists.

1900 people have been invited to the event and 197 people have confirmed they are going.

C. Physical Promotion

There will be events at URBN the two Thursday's before the event

At Bottlecraft and Toronado Tickets are for Sale and they are doing Facebook tickets giveaways.

D. Radio and TV

Alternative Strategies will be doing the TV coverage of the event

FM949 has been plugging the event on the air

5) Community Plan Update: Economic Prosperity Element

The Committee gave their input on the element and it was forwarded onto the Board.

6) April Social Media Calendar

Tabled

7) Open Discussion

8) Adjourn

Meeting adjourned at 12:13 pm

Next Meeting: Thursday, June 20th 11:00am