

PROMOTION COMMITTEE MEETING

Minutes

Thursday, August 15th 2013 at 11:00 AM

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

Attendance: David Gamboa, Jason Noble, Anna Gamboa, Angela Landsberg (Executive Director), Kevin Clark (Assistant Director)

1) Call to Order: 11:03 am

2) Introductions & Announcements

3) Approval of Minutes & Agenda

Approved by consensus

4) Tickets

-The committee discussed various price schedules for the tickets for the Taste of North Park. It was finally resolved that a three tier price system would work best.

-The first tier would sell \$30 dollar tickets until Friday September 20th at Midnight

-The Second tier would sell \$35 ticket until Friday at Midnight or until we reached 1000 in sales

-The Third tier would sell \$40 dollar tickets the day of and about 300 tickets.

5) Participating Locations

-Angela announced that we a solid group of participating locations and that we should have the list finalized late next week.

-Staff asked for help in getting brewers to committ

6) Promotions

- The committee discussed that the event would be promoted through a variety of eblasts, facebook promotion and blog posts. We have secured fm949 as partners again this year

7) Sponsors

-Angela has secured sponsorships from KZ Devco, and US Bank and is working on several more.

8) August/September Social Media Calendar

TABLED

9) Open Discussion

10) Adjourn

Meeting adjourned at 12:07 pm

Next Meeting: Thursday, September 19th at 11:00am