

PROMOTION COMMITTEE MEETING

Minutes

Thursday, September 19th 2013 at 11:00 AM

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

Attendance: David Gamboa, Jason Noble, Anna Gamboa, Brijet Myers, Michael Adams, John Anderson, Kristian Zaspel, Tyler Mcconvil, Patrick Eckstrom, Angela Landsberg (Executive Director), Kevin Clark (Assistant Director)

1) Call to Order: 11:02 am

2) Introductions & Announcements

3) Approval of Minutes & Agenda

Approved by consensus

4) North Park Main Street Event Policy

-Angela wanted to discuss with the committee the increasing strain on staff to review and pass on information to people looking to hold events in the community. She expressed several of her concerns: Many disparate types of people approach with events; Reviewing, assisting and promoting even the smallest events takes time. Angela asked the committee if they had any thoughts on what NPMS policy on these events is.

-John Anderson thought that the organization should offer different levels of support based on what the event is. If the event is worthwhile: Inclusion in Email Blasts, Social Media promotion.

-Dave Gamboa felt that John was right on and that NPMS should have something that lays out for event organizers what we can offer.

-Angela felt that was a good idea and said that she would put together a standardized response for events explaining who NPMS is and what we can do for their event.

-Angela then brought up how do we intake and filter these events as NPMS to approve or endorse them.

-The committee then discussed a plug in on the website that would be able to intake the events and gather basic information

-Anna stated that she would look into a plug in on the website for events to see who one would work.

5) Taste of North Park

a. Day of Plan

- The committee discussed the plans for the ticket sales set up, tick sales and wristbands

-We will be scanning the tickets with cell phones to keep better track of the tickets

-The set up for the Ohio ticket sales were determined, and John and west Coast will donate stations and Dave Gamboa will procure them the day of.

b. Volunteers

-Kevin reported that we are doing good on volunteers and the we mainly need ticket sales volunteers and afternoon beer pourers.

c. Other

The committee discussed the promotion and a few website changes

8) September/ October Social Media Calendar

TABLED

9) Open Discussion

10) Adjourn

Meeting adjourned at 12:13 pm

Next Meeting: Thursday, October 17th at 11:00am

