

# PROMOTION COMMITTEE MEETING

## Minutes

Thursday, October 17<sup>th</sup> 2013 at 11:00 AM

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

*Attendance: David Gamboa, Kristian Zaspel, Patrick Eckstrom, Steven Williamson, Michele Gonzalez, Mike Fish, Debbie Fuentes, Louis Huynh, M.L. Bey, Angela Landsberg (Executive Director), Kevin Clark (Assistant Director)*

**1) Call to Order: 11:05 am**

**2) Introductions & Announcements**

**3) Approval of Minutes & Agenda**

Approved by consensus

**4) North Park Exploration Application Proposal**

-Louis Huynh from Kamino presented his proposal for North Park Main Street to contribute to the companies Urban Hiking Application.

-The application shows people how to do what they call urban hikes that have themes.

-The application is easy to use and a variety of walks can be used and programed into the application.

-Angela asked what the Application looks like?

-Louis displayed how the application works and what it entails.

-David Gamboa asked: What is Louis looking for in partners?

-Louis answered that he is looking to publicize the app and help in creating content for users.

Louis stated that they are looking to partner to promote walks in North Park and also to be promoted on social media and other outlets that North Park uses.

**5) Toyland Parade**

-Debra Fuentes from Victoria House Corporation came by to let the committee know about what they are doing for the 50<sup>th</sup> annual Toyland Parade.

-The parade will take place on Dec 7<sup>th</sup> with a street to follow afterwards. The route of the parade is the same as last year. They are looking for businesses to donate or advertise in the program.

-They will be having a variety of fundraisers at restaurants and locations around North Park prior to the event.

-Debra said the VHC is looking for a letter of Support from NPMS and also assistance in publicizing the fundraising for the event.

**6) Events**

-Angela wanted to talk about the events for North Park stating that she had received information about a Vegetarian Parade.

-David Gamboa said that she should forward the information onto him as the Chair and he would share it with the committee who would vet the vents and bring them to the committee.

**7) PBID Outreach**

- Angela asked that the promotion committee be ready to educate themselves about PBID and provide information to property owners and community members looking for information about the campaign in the upcoming months.

**8) October/November Social Media Calendar**

-Waypoint public opening

-Coin op opening

-Holiday pop up shops

**9) Open Discussion**

**10) Adjourn**

Meeting adjourned at 12:05 pm

**Next Meeting: Thursday, November 21st at 11:00am**