

# PROMOTION COMMITTEE MEETING

## Minutes

Thursday, June 19<sup>th</sup> 2014 at 11:00 AM

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

*Attendance: David Gamboa, Jodi Brenner, Susan Wu, Jazmina Merado, Leilani Luna, Kevin Finley, Mike Fish, Dang Nguyen Angela Landsberg (Executive Director), Kevin Clark (Assistant Director)*

**1) Call to Order: 11:02 am**

**2) Introductions & Announcements**

-Mike Fish announced that Ray at Night has hired Dang to book bands for the day. September Ray will be the anniversary of the event.

**3) Approval of Minutes & Agenda**

Approved by consensus

**4) World Cup North Park**

Angie laid out the details of the event. Dang and Joe are taking the lead on the execution on the event. We need some help to find a soccer school or organization to do a child's soccer clinic. Mike Fish offered to help reach out to some schools that he knows.

**5) Third Thursday**

The committee discussed Third Thursday which is happening tonight. The event should be popular this month. The organizers are working to make sure that specials are up on the website early enough for people to check it out.

**6) Fy 15 EDTS Grant Interview**

Angie announced that NPMS had received a grant for the next fiscal year and as part of the grant we will be doing several things listed below.

A. North Park in the park events

She announced we would host two events as part of the centennial and will be forming a committee to work on them.

B. Advertising

We have an advertising budget for some regional publications

C. Hotel Partnerships

We would be forming partnerships with hotels for our events

D. Transit Partnerships

We will team with Amtrak, MTS and the Coaster on some advertising and partnerships.

E. App Development

Explore developing an app to explore North Park

**7) Open Discussion**

The committee had a quick discussion on the date for the Taste of North Park.

**8) Adjourn**

Meeting adjourned at 12:21 pm

**Next Meeting: Thursday, July 17, 2014**