

PROMOTION COMMITTEE MEETING

Minutes

Thursday, July 17th 2014 at 11:00 AM

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

Attendance: David Gamboa, Jason Noble, Sara Kennedy, Edwin Lohr, 3Angela Landsberg (Executive Director), Kevin Clark (Assistant Director)

1) Call to Order: 11:02 am

2) Introductions & Announcements

-None

3) Approval of Minutes & Agenda

Approved by consensus

4) World Cup North Park, wrap up

Angie spoke about the event. It was a huge success with a single problem in that elite security didn't show up with radios. However, the event was packed and the response has been overwhelmingly positive. Sara from Pigment stated that their shop experiences very low sales on the day-of the World Cup event.

5) Taste of North Park

Angie announced that we have begun to gather restaurant participation and we are working to finalize a cocktail competition and movie. As soon as these details are sorted out we will get them to everybody.

The biggest change this year is that the ABC says that bars can no longer give tastes, so we are working on a solution to still allow bars to participate in the event.

Angie also will be using the Taste to highlight businesses that take place in the green business program.

6) North Park Theater Packages

TABLED

7) NP Community Association Tour

The Committee spoke with Edwin; President of the NPCA, the tour will highlight local business and buildings.

Angie will work with the historical society to develop the tour and Edwin will recruit NPCA members to take the tour. We are working towards a date of September 20th for the event.

8) 5K run

TABLED

9) Open Discussion

10) Adjourn

Meeting adjourned at 12:19 pm

Next Meeting: Thursday, August 21, 2014