

# PROMOTIONS COMMITTEE MEETING

## AGENDA

North Park Main Street

Thursday, August 17, 2017 at 9:00 AM to 10:00 AM

North Park Main Street Office | 3939 Iowa Street, #2

(619) 294-2501

1. **Call to Order**
2. **Introductions / Public Comment**
3. **Approval of Agenda and Minutes**
4. **Wayfinding App**
  - a. Next steps
5. **Anna Gamboa: Explore North Park**
  - a. Explore North Park report, report on analytics, best posts, current Explore projects
6. **Artelexia**
  - a. Dia De Los Muertos Event
7. **Concierge Event**
  - a. Update on event, evening of August 17<sup>th</sup> from 6-8:00 pm
8. **Taste of North Park**
  - a. Information and preparation for next event to be held on October 14<sup>th</sup>, 2017
9. **Winter Event**
  - a. Update and next steps
10. **San Diego Tourism Authority**
  - a. Ideas for SDTA packages to promote North Park as a destination and information on SDTA services
11. **Adjournment**

**Next Promotions Meeting:**

September 21, 2017