

# PROMOTION COMMITTEE MEETING

## Minutes

Thursday, November 20<sup>th</sup> 2014

11:00 AM

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

*Attendance: David Gamboa, Jason Noble, Lesley Anderson, Sara Kennedy, Brad Weber, Lee Kaplan, Michelle Anderson, Joel Herzer, Jason Gould, Brijet Meyers, Angela Landsberg (Executive Director), Jillian Wolter (Executive Assistant), Dani Jimenez (Events Coordinator)*

1) **Call to Order: 11:04 AM**

2) **Introductions & Announcements**

- None

3) **Approval of Agenda & Minutes**

Motion by Jason Noble, Seconded by Sara Kennedy

- Approved by consensus

4) **Farmers' Market Holiday Schedule**

The Farmers' Market will be closed on Thanksgiving Day and Christmas Day, but will be open on New Year's Day. Upcoming events include North Park Library at the Market (11/13) and a chef cookbook signing (11/20). December will be event-packed with Chef Demos on December 11 with Chef Matt Gordon from Urban Solace and Joanne Sherif of Cardamom Bakery and Café.

5) **EDTS Grant**

EDTS funding will be put towards a "Visit North Park" campaign which highlights the community as a branded destination. Advertisements will be placed in Where Magazine in Spring and Summer 2015, as well as on their online site and possibly a few other publications as well. More information to come.

6) **Donor Nation Discount Cards**

Donor Nation is promoting North Park/South Park Discount Cards which offer discounts at local establishments. The cards cost \$10 and are valid thru 12/31/2015. Profits benefit North Park Main Street!

7) **Small Business Saturday**

Small Business Saturday now has more than 40 participating North Park small businesses. Shoppers can enjoy free giftwrapping, live music and have chances to win prizes and gift cards! Also, Mayor Kevin Faulconer and Council President Todd Gloria will be here to shop! Festivities begin at 11AM this Saturday, November 29.

**8) Outside the Box Art Exhibition November 6**

Artists who have painted North Park utility boxes displayed their work at Union Cowork for a fundraising event. All proceeds were returned to the artists to compensate for their donated supplies. Many community members stopped in to check out the art and meet the artists.

**9) North Park Then & Now Tour**

The first Tour was very successful! We hosted a full group of about 30 people and spent the afternoon exploring North Park. Feedback from participants was very positive, and we hope to collaborate with the Historical Society to host more tours in 2015!

**10) Balboa Park Centennial Celebration**

North Park Main Street plans to host a centennial event either in June or November 2015. More information about the Centennial can be found at [balboapark.org](http://balboapark.org)

**11) Open Discussion / Announcements**

Sono Chili Cookoff is Decemeber 7 from 11 to 5 at the corner of 32<sup>nd</sup> and Thorn Street! Don't miss this great event which benefits McKinley Elementary!

**12) Adjourn**

Meeting adjourned at 11:51 AM

**Next Meeting:  
Thursday, December 18th, 2014**