

# PROMOTIONS / FESTIVAL OF ARTS COMMITTEE MEETING

## Minutes

Thursday, December 18<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 Morrison, Anna Gamboa, Kelsey Prince, Corey Watson, Lee Kaplan, Jason Gould, Rosemary Bystrak, Warren Simon, Chad Wilson, Karen St. Sauveur, Donna Posin, Brian Beevers, Ed Clancy, Angela Landsberg (Executive Director), Jillian Wolter (Executive Assistant), Dani Jimenez (Events Coordinator)*

- 1) **Call to Order: 11:05 AM**
- 2) **Introductions / Public Comment**
  - None
- 3) **Approval of Agenda & Minutes**

Motion by Lesley Anderson, Seconded by Jason Noble

  - Approved by consensus
- 4) **Festival of Arts – May 16, 2015**
  - a. **Artists and Vendor Registration**
    - a.
    - b. Vendors that are interested in participating will fill out a Vendor Application. All locations and types of vendors will complete the same, uniform application which will be ready for distribution in January.
  - b. **Live Entertainment**
    - a. Music and Live Entertainment will now be handled by the Music Committee made of stage managers and booking volunteers.
    - b. The Music Committee will be tasked with screening artists and coordinating stage sets.
  - c. **Volunteers**
    - a. All volunteers will sign up for specific time/jobs/location placements using Signup Genius. NPMS staff will be setting up our landing page before next month's meeting.
  - d. **Craft Beer Block**
    - a. A separate ticketed event with a beer garden in the North Park Theater Lot was discussed; however no consensus was reached regarding type of event. Feasibility of event TBD.
  - e. **Promotion**
    - a. Promotion timeline is being established with A7D. Website is being updated to reflect this year's information. Generic poster & postcard are being designed with logo and date for early promotion. More detailed posters with official designs to follow.

- b. Poster Design contest will launch in late January, with more official rules of participation than previous years. Guidelines and prize structure TBD next meeting.
- c. Donna Posin suggested continuing the kid's art program with Jefferson Elementary (only school within the Main Street Commercial District). This would entail an afternoon art lesson with the participating grade level. Designs could be printed on bookmarks and sold for \$1 to be donated to Jefferson Elementary.

f. **MISCELLENOUS**

- a. **Kids Art Block** needs more attention and visibility this year! Brian Beevers will consider leading this year, but not able to commit yet. The Block is an area where kids can participate in hands-on art for \$1-2.
- b. **Juried Artists** - The Committee discussed removing the Juried Artists program this year.
- c. **Volunteer Coordinator** will be Donna Posin, a seasoned North Park Main Street volunteer in conjunction with North Park Main Street Staff.
- d. **Live Art** – Committee is interested in incorporating some kind of live art installation or project. Must decide on a location, project, budget and materials list.
- e. **Clean Up** – Committee must enforce strict cleanup / dumping guidelines and educate all vendors/participants of consequences of not abiding.

g. **Deliverables:**

- a. Vendors that are interested in participating will fill out a Vendor Application. All locations and types of vendors will complete the same, uniform application which will be ready for distribution in January.
- b. All volunteer registration and placement will happen via <http://www.signupgenius.com/>. We will send out our direct link as soon as it is all setup.
- c. Poster Design Contest will begin in January with more carefully worded rules and regulations.
- d. This year there will be a Music Committee to screen artists and coordinate stages (first meeting date TBD)
- e. The Craft Beer Block will be managed by Chad White – our seasoned Beer Garden expert.
- f. We hope to incorporate a live art portion to this year's festival. Leading the Live Art Committee will be Jason Gould (first meeting date TBD)

5) **Open Discussion / Announcements**

6) **Adjourn**

Meeting adjourned at 12:11 PM

**Next Meeting:  
Thursday, January 15th, 2015**