

PROMOTIONS / FESTIVAL OF ARTS COMMITTEE MEETING

Minutes

Thursday, February 19th 2015

11:00 AM

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

Attendance: David Gamboa (Chair), Jason Noble, Lea Caughlan, Mike Fish, Dang Nguyen, Sara Morrison, Kelsey Prince, Chanel Cook, Jason Gould, Rosemary Bystrak, Donna Posin, Alli Urguby, Brian Beavers, Tee Taylor, Sara Kennedy, Ryan Blank, Paris Landen, Travis LeGrand, Warren Simon, Angela Landsberg (Executive Director), Dani Jimenez (Events Coordinator)

- 1) **Call to Order: 11:04 AM**
- 2) **Introductions / Public Comment**
 - None
- 3) **Approval of Agenda & Minutes**

Motion by Jason Noble, Seconded by Lea Caughlan

 - Approved by consensus
- 4) **Festival of Arts – May 16, 2015**
 - a. **Sponsor Updates**
 - a. SD County Credit Union has signed on as the signature sponsor this year
 - b. Big news: Stage sponsorships complete
 - c. Waiting to hear from Uber
 - d. KPBS wants to help with media sponsorship
 - b. **Event Promotion**
 - a. Website - Anything people need for website should be sent to Anna at A7D
 - b. Blog and social media content - Businesses should share on their websites
 - c. **Poster Contest**
 - a. Voting Ends March 3 at Midnight
 - b. Top 5 Announced on Facebook: March 4 at Noon
 - c. Grand Prize Winner Announced on Facebook: March 13
 - d. Need more people to vote on Facebook
 - c. **Jefferson Poster Contest Update**
 - a. Kids will make art on Monday the 23rd 9:30-1
 - b. Paris will be additional volunteer
 - c. Art hung up on the 27th
 - d. RESEARCH: Can we do art show at theatre/west coast?
 - d. **Stage and Music Update**
 - a. Submissions are closed
 - b. The Music Committee is working on sorting through applications
 - a. Should have band list by March 1

- c. Dance is booked
- e. **Kids Art Block**
 - a. Elements
 - a. Kids Stage
 - b. Photography Contest
 - c. Booths with activities for kids
 - d. Jumpy Houses etc
 - b. Process of connecting with vendors
 - a. Sent out about 1,000 vendors who could be kids focused
 - b. Who should sponsor kids stage? Need to choose an appropriate sponsor
 - Kids magazine
 - c. Dani will send everyone sponsorship Powerpoint packet
 - d. Waypoint wants to have some involvement in kids block – since they are the neighborhood “kids bar”
 - e. Have a photographer contest with kids
 - f. Also curating booths – whole goal is to create some revenue from kids block
 - g. How can kids be involved with photo contest
 - a. Need some sponsored prizes for kids
 - b. Things that kids like
 - c. Can we reach out to schools
 - d. There are photography programs at middle schools
- f. **Live Art**
 - a. Surfaces volunteered to be painted so far:
 - a. Someone potentially has a food truck that could get painted
 - b. 2 work vans to get painted
 - c. 1 dumpster to get painted
 - d. 2 large canvases to get painted
 - e. Possibly a refrigerator or 2 to paint
 - b. Have a DJ set up
 - c. Possibly have Montana be a partial sponsor to help pay for materials
 - d. Should have some vending booths in this area
 - a. 1 booth where artists could paint small things: hats, etc
 - e. Need to measure space to see how much room we have
 - f. Need to make sure nothing is going on ground
 - a. Angie needs to know what material each person is using
 - b. We have to cover streets and also storm drains
 - c. Need to make sure NOTHING gets on ground because we will get a fine
 - d. NO CHALK
 - e. City Official will be there to make sure there is nothing going in sewer drains
 - f. Angie needs to know who artists are
 - g. Could we have one vendor selling prints of the artists that are participating – Angie needs to be able to sell space to make this work out – Could the artists donate the prints and profits go to NPMS
 - Maybe Dave from A7D could print the prints
 - Then portion of proceeds go to NPMS and a portion goes to artist

g. **Vendors**

- a. We now have a 1/3 of what we want for vendors ; A lot of vendors are brand new
- b. **Art**
 - a. Want to send email to local artists
 - b. Needs to be promoted more
 - c. Need to have a heavy art vendor influence
 - d. Send North Park Arts email list to Angie
- c. **Craft Mafia**
 - a. Craft mafia lounge
 - b. They will teach different lessons

h. **Beer Gardens**

- a. Bar Pink Beer Garden
 - a. Will have a VIP area in there (Bar Pink) – SDSU will make is swanky and we will sell tickets to the VIP area
 - b. Other beer garden will be on university. Heaven sent to Ray St. has capacity of 411, Stone is providing beer for both beer gardens. Free entrance for everyone 21+
 - c. Will be able to see main stage from this beer garden
 - d. Need to make sure we are not bottle necking area with the beer garden
 - e. May need to look at different routes for vendors to come in
 - f. Need to promote beer gardens because they generate extra revenue

i. **Craft Beer Block**

- a. Waypoint Public is sponsoring Craft Beer Block
 - a. Aiming for 30 brewers
 - b. Waypoint will sell sausages
 - c. Game Tent and Lounge
 - d. Angie has almost ½ of the breweries already signed up
 - e. Will have karaoke there
 - Make sure karaoke is not near bathrooms since the PD thought the karaoke line was for bathrooms
 - Karaoke has a big draw
- b. Tickets for craft beer block start at \$35, will go up to \$40 and then go up to \$45 day of. Early entrance to beer block for \$50 to get in a hour early and get a way point shirt (there will be 100 tickets) unlimited tasting and ticket for food. Need to confirm with ABC.
 - a. Tickets will go on sale April 3rd. Online at brown paper tickets
 - b. Need to make sure when people are buying tickets they know which area they are buying for. Do we need it mapped out so people know? Need some sort of way finding at the festival
- c. Dang's Tickets
 - a. Vip will be \$60
 - b. \$30 bucks for Dangs block
 - c. Number of beers per ticket is still to be determined
 - d. These will be on sale April 3rd also

j. Volunteers

- a. Have about 55 volunteers for the morning
- b. Reached out to past volunteers
- c. A lot of volunteers came from next door
- d. When can we get volunteers together for ABC training
 - a. Can we do it at URBN?
 - b. Can we do it the day before?
 - c. Its easier to not train 120 people the day of?
 - d. Although we can do a emergency training day of for people who don't show up
- e. Some people volunteered to be photographers – no press passes will be available
- f. Still need to fill 60 slots in afternoon shift
- g. Will have it posted on Facebook
- h. Where should we send people who want to volunteer?
 - a. Alli will get people the link
- i. Have a sign up genius to let people sign up
 - a. Alli's is live but its not linked to website
 - b. Need to have a volunteer meeting ASAP to get it fixed

5) Open Discussion / Announcements

None

6) Adjourn

Meeting adjourned at 11:56 AM

**Next Meeting:
Thursday, March 19th, 2015**