

PROMOTIONS / FESTIVAL OF ARTS COMMITTEE MEETING

Minutes

Thursday, March 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, Sara Morrison, Chad Wilson, Anna Gamboa, Kelsey Prince, Chanel Cook, Jason Gould, Rosemary Bystrak, Donna Posin, Alli Urguby, Brian Beevers, Sara Kennedy, Travis LeGrand, Warren Simon, Chris Reed, Angela Landsberg (Executive Director), Dani Jimenez (Events Coordinator), Jillian Wolter (Executive Assistant)

1. Call to Order: 11:03 AM

2. Introductions / Public Comment

3. Approval of Agenda & Minutes

Motion by Lea Caughlan, Seconded by Sara Morrison

- Approved by consensus

4. Business Mixer Recap

- A. Lea Caughlan reported that the Business Mixer hosted by the North Park Hospitality Group and North Park Main Street at Underbelly was a big success! Thank you to all who attended and donated prizes for the raffle! More to come!

5. Explore North Park

Angela Landsberg gave a formal presentation of the Explore North Park program including the magazine, website / social media, and banner program components

6. Homebrewer's Conference Update

Angela Landsberg provided an update on the June 9, 10, 11 events taking place in North Park which will include a small "taste of north park," a taco event, and a brewer's pairing dinner at Waypoint Public

7. Festival of Arts – May 16, 2015

A. Marketing and Promotions

i. Printed Program Information Deadline Dates

- a. Stage lineup should be submitted to North Park Main Street staff by Monday

ii. Website

- a. Anything people need for website should be sent to Anna at A7D

B. Vendors

- i. We are currently 35% up in vendor revenue from last year!
- ii. All side streets are full. Vendor spaces available on University Avenue only
- iii. There are a few food truck spaces available

C. Volunteers

- i. AM shift is full for volunteers
- ii. Spots still available for beer pouring volunteers in the afternoon!
- iii. ABC Training will be held before the event – most likely May 11 at URBN Pizza

D. Craft Beer Block

- i. Marketing should differentiate between the Craft Beer Block and Beer Gardens
- ii. We will need about 30 cases of water donated to be sold and provided for volunteers

E. Beer Garden

- i. The Reader presented their bid for promotional materials
- ii. VIP Tickets include 3 full-sized beers and complimentary food – limited amount of tickets being sold online for \$65

F. Kids Art Block

- i. Will feature kids entertainment of all varieties
- ii. Kids Photo Contest submission deadline is April 20
 - a. All entries will be on display at the Festival

G. Live Art Expo

- i. We are excited to be partnering with ZipCar on the Live Art Expo
- ii. Among the items to be painted will be a “North Park” Zipcar which will be driven as part of the Zipcar program throughout San Diego!
- iii. Supplies have been secured to completely cover the streets and all drains in the Live Expo area
 - a. Staff has met with Environmental Services to make sure that we are in full compliance with all regulations

8. Adjourn

Meeting adjourned at 12:25 PM

**Next Meeting:
Thursday, April 16th, 2015**