

PROMOTIONS / FESTIVAL OF ARTS COMMITTEE MEETING

Minutes

Thursday, April 16th 2015

11:00 AM

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

Attendance: David Gamboa (Chair), Lea Caughlan, Mike Fish, Sara Morrison, Chad Wilson, Anna Gamboa, Kelsey Prince, Jason Gould, Rosemary Bystrak, Donna Posin, Alli Urguby, Brian Beevers, Travis LeGrand, Chris Reed, Dave Ish, Cindy Matherly, Brad Weber, Ryan Blank, Becky Kaplan, Luciano, Tanner, Vinny, 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. Presentation: Club Lemeno – Dave Ish, CEO

A. Club Lemeno is a text marketing program that connects merchants with their customers

B. Businesses using the program have been getting a 97% read rate on texts sent to directly with customers

C. Dave is willing to meet with anyone interested in learning more about the program!

5. North Park After Dark

Angela Landsberg briefly discussed that a group of businesses are working to revamp the North Park After Dark Program

6. Homebrewer's Conference Update

A. North Park Main Street Pre-Conference Events

1. Tuesday Taste of North Park - Tuesday evening - selling 300 tickets

2. Taco and Flight event at Hess – Wednesday afternoon

3. Chef Pairing Dinner at Waypoint Public – Wednesday evening - 3 seatings

B. North Park Discount Passport

1. If you are interested in offering a discount for conference visitors, contact Angela!

7. Festival of Arts – May 16, 2015

A. Marketing and Promotions

1. Print Ads

a. Reader postcard, West Coaster ad next week and Uptown News

b. We had a great article on the 2015 Festival featured in the North Park News yesterday!

2. Social Media

a. 350 likes in past month on Festival Facebook page

- b. Tickets giveaway yesterday for CBB tickets - about 50 likes so far and entries!
- c. Focused marketing will start next week for the CBB Early entry / VIP tickets
- d. Facebook event for festival just went up - please invite friends!
- e. PR Promotions and Festival release has been sent to list of media outlets
- f. Google drive of all media kit - marketing assets will be going out on Friday to go out to all sponsors, vendors, bands, etc. anyone who can promote the event

3. 94.9 Promotions

- a. Contract has been finalized with more promotions than in the previous years
 - 30 commercial spots - 30 to 45 seconds
 - Brewers interview
 - 2 random acts of kindness - 1 at Waypoint public
 - Increase of mentions on-air
- b. 94.9 will be on-site day-of with 2 booths in the Craft Beer Block

B. Area Captains

1. Kids Art Block – Brian Beevers

- a. “Family” Block - family / kids / youth block
- b. Stage is almost completely filled - kids appropriate acts - a few spots left
- c. Currently about 20 committed kid-friendly vendor booths
- d. Kids area will feature a jumpy house, magicians, kids stuff!
- e. Discount for vendors who are willing to also provide a kids activity or craft
 - i. Contact Brian directly to be a vendor or performer
- f. Photography contest – lots of interest, maybe not enough time to submit
 - i. Deadline will be extended!
 - ii. REGISTER ONLINE brian@simplylocalsd.com

2. Beer – Chad Wilson

- a. Craft Beer Block
 - i. Tickets are \$40 presale, \$45 day-of
 - ii. 26 breweries and growing!
 - iii. Food available for purchase from Waypoint Public and City Tacos
 - iv. Karaoke
- b. Beer gardens:
 - i. Bar Pink Stage on 31st Street –
 - i. Will also be home to the SDCCU VIP Area! Tickets \$65
 - ii. 30th Street Stage

3. Music – Rosie Bystrak

- a. Music is all set – Full Lineups now available on the website
- b. Meet the artist social media post
- c. Will contact press / bloggers to cover the live music
- d. Artist payment – this year no checks will be cut day-of

4. Live Art – Jason Gould

- a. Area is all laid out, will feature food trucks, urban vendors and street art
- b. Artists and donors of cars, etc. will meet for a meet and greet at URBN to discuss designs and expectations for materials
- c. Giant canvas to be hung in lobby of SDCCU + one to be auctioned off for charity

5. Volunteers – Alli Ugurby

- a. Morning spots for CBB are filled
- b. 28 spots in afternoon
- c. Promoting to local beer groups and Facebook groups

- d. About 10 general volunteers
 - e. 5 cases of water donated by Hagers
- 6. Ticket Sales – Angela Landsberg**
- a. About 50 tickets sold so far, compared to 20 last year
 - a. VIP tickets sold via Reader - 3 beers and plates of food (12 oz beers)

C. Day-Of Timeline

- 1. Vendor Load-In & Set-up email will go out the week of May 4
- 2. Send any timeline info / setup needs to Dani for scheduling
- 3. Working draft will be completed at next meeting

D. LAST MINUTE CALL FOR SUPPLIES OR EQUIPMENT

E. Adjourn

Meeting adjourned at 11:44 AM

**Next Meeting:
Thursday, May 14th, 2015**