

# PROMOTIONS / FESTIVAL OF ARTS COMMITTEE MEETING

## Minutes

Thursday, June 18<sup>th</sup> 2015

11:00 AM

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

*Attendance: David Gamboa (Chair), Lea Caughlan, Lynn Susholtz, Anna Gamboa, Kelsey Prince, Becky Kaplan, Steve Pike, Katherine Irely, Amanda Brown, Jillian Wolter (Executive Assistant)*

1. **Call to Order: 11:03 AM**
2. **Introductions / Public Comment**
3. **Approval of Agenda & Minutes**
  - Approved by consensus
4. **Festival of Arts – THANK YOU!**
5. **Hospitality Committee**
  - A. Greater Hospitality
    1. Subcommittees
      - a. Transportation
      - b. Promotions and marketing
      - c. Philanthropy
      - d. Security
  - B. Goals:
    1. Work closer with NPMS so that we are not doubling up on marketing efforts
    2. Cross promotions with Explore, NPMS, 1App
    3. Wants to work in conjunction with the Farmers Market
  - C. Next Steps:
    1. Schedule a meeting with Hospitality and NPMS to discuss moving forward
6. **Farmers Market**
  - A. Lynn is looking to host cooking, brewing, farmers market events
  - B. Lynn and Lea will set up a meeting with Catt to come up with a plan
  - C. Design and Arts Committee – Lynn would like to
    1. Cultural programming
    2. Create a formal arts district – August 4<sup>th</sup>
7. **Explore North Park**
  - A. Launch Party will be in August at the Observatory
    1. Magazine in final stages – will be printed and distributed in coming weeks
    2. Website will launch around the same time
    3. Banners are going up next week!
  - B. Question: Will website have calendar?

1. Lynn suggested an editable calendar similar to San Diego Vis-Arts Net which has an upload-able calendar
  - a. Maybe we could do a section by section and assign someone to manage it – aka Lynn would manage art page calendar – will research and discuss with A7D

## **8. Comic Con**

- A. Group agreed to pass on planning a North Park-centric event for 2015
  1. Not enough time
  2. Not our target audience
    - a. Attendees are not big beer/ cocktail drinkers and tend not to spend much money on hospitality
- B. Pre-plan for next year
  1. Encourage restaurants to rent out spaces to large groups
  2. Work directly with large corporations who host private parties

## **9. Open Discussion / Announcements**

## **10. Adjourn**

Meeting adjourned at 11:48 AM

**Next Meeting:  
NO JULY MEETING  
August 20<sup>th</sup>, 2015**