

PROMOTIONS COMMITTEE MEETING

Minutes

Thursday, August 20, 2015 / 11:00 AM

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

Attendance: David Gamboa (Chair), Lea Caughlan, Anna Gamboa, Kelsey Prince, Brijet Myers, Sara Kennedy, Daren England, Jillian Wolter (Assistant Director), Angela Landsberg (Executive Director)

1. **Call to Order: 11:03 AM**
2. **Introductions / Public Comment**
3. **Approval of Agenda & Minutes**
 - Approved by consensus
4. **Presentation: Rideshare Exchange – Daren England**
 - A. Rideshare Exchange is an advertising agency that places digital ad inside Uber, Lyft, and Sidecar ride sharing vehicles
5. **Explore North Park**
 - A. Magazine has been released and www.ExploreNorthPark.com is now live!
 - B. **Fall Specials** – contact Anna with ideas
 1. Farmers’ Market Holiday Menu – Thanksgiving themed
 2. Halloween Activities – Market Cooking Demos for Thanksgiving
 3. New Years’ Eve – promotional page on Explore website
 4. January Event – Healthy Eating and New Years’ Resolutions
 5. Urban Craft Cocktail Camp – thread and air
 - C. **Explore North Park Instagram**
 1. 3516 followers and growing steadily
 2. Average of 200 likes per post
 3. Top Performing Posts:
 - a. Throwback Thursday to first post – people love the north park sign
 - b. Announcing Lucha Libre + Crazee Burger Mural
 - D. **Facebook Page**
 1. 1,056 likes and will be promoted much more now that website is live
 2. Facebook followers mostly range from ages 25-34 with 72% female followers
 - E. **Twitter**
 1. 499 Twitter followers – will be doing more tweeting now that website is live
 2. 87 new Twitter followers this month
6. **Small Business Saturday Brainstorming**
 - A. Mini Taste of North Park
 - B. Vendor Fair / Swap Meet / Maker’s Market
 - C. Acoustic Music
7. **Open Discussion / Announcements**
 - A. Brijet announced the Farmers’ Market is today! From 3-7 PM on Herman Street
8. **Adjourn**

Meeting adjourned at 11:41 AM

**Next Meeting:
September 17, 2015**