

PROMOTIONS COMMITTEE MEETING

Minutes

Thursday, November 19, 2015 / 9:00 AM

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

Attendance: David Gamboa (Chair), Jason Noble, Patric Stillman, Brijet Myers, Becki Kaplan, Lee Kaplan, Cindy Matherly, Channel Cook, Anna Gamboa, Lauren Forgione, Sara Kennedy, Gary Peterson, Adrian Ishmael, Nathan Huckabone, Catharine LeFond, Donna Posin, Steve Kader, Jillian Wolter (Assistant Director), Angela Landsberg (Executive Director)

1. **Call to Order: 9:05 AM**
2. **Introductions / Public Comment**
3. **Approval of Agenda & Minutes**
 - A. Approved by consensus
4. **2015 Taste of North Park Recap**
 - A. We had more businesses than ever participate this year, and tickets sold out faster than ever
 - B. Guest Feedback: Longer hours – will depend on whether businesses are willing to serve longer
 - C. Can we sell more tickets next year? This will also depend on the businesses' ability to invest more money in donated product to expand beyond 1300 attendees
5. **North Park After Dark – Thursday, November 19**
 - A. Event is tonight! Raffle cards have been distributed to participating businesses and there are hundreds of dollars worth of prizes up for grabs!
 - B. Thank you to everyone participating and sponsoring the event – looking forward to a successful night!
6. **Small Business Saturday – Saturday, November 28 at 11 AM**
 - A. Don't forget to register your business with American Express to get on their radar and show a collective effort from our community – this will help us rally media attention and maybe earn us extra promotional materials
 - B. Please share the Facebook Event Page with your followers!
 - C. \$1 Parking all day in the North Park garage and Todd Gloria will be here from 12:00 to 12:30
7. **Spirits & Shop Under the Stars Event – Saturday, December 12 from 5 to 9 PM**
 - A. Collaboration with San Diego Distillers Guild – Local distillers will serve samples of their liquor as well as some sample craft cocktails
 - B. Drinks and food will be served in boutiques and galleries
 - C. Tickets on sale for \$20 online; \$25 day-of
8. **New Years' Eve Promotion**
 - A. Send your specials / menus / sales / hours to jillian@northparkmainstreet.com by Friday, December 18 to be included in social media and promotional E-Blast!
9. **2016 Festival of Arts Topics for Initial Discussion**
 - A. Staff is looking into the possibility of transforming the Craft Beer Block into a Full Pour Beer Garden into the night – would become un-ticketed, and people would buy full pours
 - B. Potential New End Time: 10 PM – the big thing here will be figuring out the cleanup logistics and keeping the streets closed... more information to come

- C. Banner Contest Timeline – we will be starting earlier this year but keeping the contest more or less the same – will all run through Facebook, and the Design Committee will review and vote on a winner from the Final 5 designs that receive the most likes on Facebook

10. Open Discussion / Announcements

11. Adjourn

Meeting adjourned at 9:58 AM

**Next Meeting:
December 17, 2015 at 9AM**