

# PROMOTIONS COMMITTEE MEETING

## Minutes

Thursday, February 18, 2016 / 9:00 AM

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

*Attendance: David Gamboa (Chair), Jason Noble, Patric Stillman, Paris Landen, Brijet Myers, Becki Kaplan, Cindy Matherly, Donna Posin, Tori Rosay, Tiara Julian, Milly Hintlian, Cindy Cate, David Chan, 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. **Promotion Schedule 2016**
  - A. Tabled to future meeting
5. **Where the Locals Go – Concierge Packages**
  - A. NPMS is partnering with the Lafayette and HelloBirdie to create packages for local hotel guests during their stay in San Diego
  - B. Ideas include:
    1. Girls Night Out, Craft Beer Pairings, Spa Day, Wellness/Fitness Package, etc.
    2. More to come next month
6. **North Park After Dark**
  - A. Recap of February 11 event
    1. Cindy Matherly reported that the event went well, although many of the postcards are still floating around – will be picking a winner this week
    2. If you are wanting to capitalize on NPAD, please participate in the coordinated effort and not detract from it with outside events happening at the same time
7. **2016 SDCCU Festival of Arts in North Park**
  - A. Branding with SDCCU
  - B. New Hours: 10am to 10pm
  - C. Vendor Applications have been sent out via email
    1. And are also now available at : [www.northparkmainstreet.com/events/festivalofarts](http://www.northparkmainstreet.com/events/festivalofarts)
    2. Now accepting Paypal!
8. **Announcements**
9. **Adjournment**

Meeting adjourned at 9:58 AM

**Next Meeting:  
March 17, 2016 at 9AM**