

PROMOTIONS COMMITTEE MEETING

Minutes

Thursday, March 17, 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, Cindy Matherly, Amanda Brown, Tori Rosay, Tiara Julian, Molly Hintlian, Cindy Cate, Preston Webb, David Chan, Steve Kader, Richard Harris, Jillian Wolter (Assistant Director), Angela Landsberg (Executive Director)

1. **Call to Order: 9:02 AM**
2. **Introductions / Public Comment**
3. **Approval of Agenda & Minutes**
 - A. Approved by consensus
4. **Presentation: Friends of Roosevelt Foundation's Partners In Education Program**
 - A. Richard Harris, Chair of the Friends of Roosevelt Foundation shared information on the Friends of Roosevelt Banner Program which raises funds to support the school's IB Education Program
 - B. Many sponsorship levels and benefits available
 - C. Banners can be hung in one of many high-traffic areas including Park Boulevard, Zoo Drive and Upas Street
 - D. Email rharris@friendsofroosevelt.org for more information or to participate as a sponsor!
5. **Rock n' Roll Marathon 2016**
 - A. This year's route will be covering most of the North Park Business District on the morning of Sunday, June 5 between the hours of 8AM and 10 AM
 - B. Businesses along the route are encouraged to host viewing parties / brunch specials
 - C. Or participate in the Runners Perks Program which offers discounts to marathon participants during their stay in San Diego in exchange for direct marketing to participants – contact kholmes@competitorgroup.com to get involved!
 - D. Full event and route information available at <http://www.runrocknroll.com/san-diego/>
6. **Promotion Schedule 2016**
 - A. Tabled Indefinitely – 2016 Calendar is full!!
7. **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. Looking for businesses who are interested in offering value-driven discounts (example: \$50 gift card for \$30 or reduced rates for services)
 - C. Ideas include:
 1. Girls Night Out, Craft Beer Pairings, Spa Day, Wellness/Fitness Package, etc.
8. **North Park After Dark**
 - A. Next Event will be held on Thursday, June 2
 - B. Still about 4 spots available to have your logo on the promo material (\$50 sponsorship) and businesses can still add in to participate for \$25
 - C. Check out www.northparkafterdark.com for more information

9. 2016 SDCCU Festival of Arts in North Park

- A. Craft Beer Block tickets on sale now! \$30 for unlimited 2oz pours. Choose from 2 sessions:
Afternoon Session from 12 to 4pm + Evening Session from 5 to 9pm
- B. Volunteers needed! Staff will be circulating a GoogleDoc for general festival volunteer positions
- C. Vendor applications are steadily coming in each day – lots of local art and delicious food has been booked!
- D. Music Lineup will be announced by the next meeting and will be available online
- E. Help us promote by sharing event info on Social Media!

10. Announcements

- A. Brijet Myers announced that the North Park Thursday Market will have its ribbon cutting / grand opening event on Thursday, March 24 at the new location (30th + North Park Way)
 - 1. There will be No Parking on North Park Way beginning at 1PM each week – cars left behind will be towed!

11. Adjournment

Meeting adjourned at 9:56 AM

**Next Meeting:
April 21, 2016 at 9AM**