

PROMOTIONS COMMITTEE MEETING

Minutes

Thursday, April 21, 2016 / 9:00 AM

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

Attendance: David Gamboa (Chair), Jason Noble, Travis LeGrand, Patric Stillman, Brijet Myers, Cindy Matherly, Sara Kennedy, Anna Gamboa, Carli Bazinett, Christie Santos, Richard Harris, Molly Hintlian, Cindy Cate, Steve Kader, Brad Weber, Steve Pike, 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. **North Park After Dark**
 - A. Next event will be held on Thursday, June 2
 - B. Please share event details with your followers on social media
 - C. Posters and raffle cards coming soon
 - D. Check out www.northparkafterdark.com for more information
5. **Where the Locals Go – Concierge Packages**
 - A. NPMS is partnering with the Lafayette to create packages for local hotel guests during their stay
 - B. Still accepting businesses interested in offering value-driven discounts (example: \$50 gift card for \$30 or reduced rates for services)
 - C. Email angela@northparkmainstreet.com to participate
6. **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 and 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
 - C. Full event and route information available at <http://www.runrocknroll.com/san-diego/>
7. **Explore Arts Calendar**
 - A. Development of an editable calendar to be housed on the www.ExploreNorthPark.com website
 - B. Will allow NPMS members to log in and add / edit arts events
 - C. More information to come
8. **2016 SDCCU Festival of Arts in North Park**
 - A. Craft Beer Block Tickets are on sale now! \$30 for unlimited 2oz pours.
 1. Choose from 2 sessions: Afternoon Session from 12 to 4pm or Evening Session from 5 to 9pm
 - B. Music Lineups online now - Headliner will be revealed May 6!
 - C. FESTIVAL VOLUNTEERS NEEDED – email angela@northparkmainstreet.com
 - D. Beer Pouring Volunteers – email Chad Wilson at chad@hopevents.com
 - E. Help us promote by sharing event info on Social Media!

9. Announcements

10. Adjournment

Meeting adjourned at 9:51 AM

NO MAY MEETING

**Next Meeting:
June 16, 2016 at 9AM**