

# PROMOTIONS COMMITTEE MEETING

## MINUTES

North Park Main Street

Thursday, June 16, 2016 at 9:00 AM

North Park Main Street Office | 3076 University Avenue

(619) 294-2501

*Attendance: David Gamboa (Chair), Jason Noble, Travis LeGrand, Patric Stillman, Brijet Myers, Cindy Matherly, Anna Gamboa, Carli Bazinett, Christie Santos, Molly Hintlian, Steve Pike, Steve Blasingham, David Chan, Priya Dave, Erika Rodriguez, Amanda Brown, Lea Garcia, Jillian Wolter (Assistant Director)*

1. **Call to Order: 9:04 AM**
2. **Introductions / Public Comment**
3. **Approval of Agenda & Minutes**
  - A. Approved by consensus
4. **2016 SDCCU Festival of Arts in North Park**
  - A. Thank you to everyone who volunteered and helped us make it such a great festival! Our first attempt at a nighttime festival went very well and we plan to continue to grow the event every year
5. **North Park After Dark**
  - A. June 2 event went well – overall participation is average, but could use more marketing dollars to get the word out beyond the North Park community
6. **Explore North Park**
  - A. Arts Calendar is now live on [www.ExploreNorthPark.com/events](http://www.ExploreNorthPark.com/events)
    1. Login information and posting guide will be distribute next week
  - B. Magazine will be released in next few weeks
  - C. Explore North Park Day
    1. Group discussed created new co-branded shirts with business logo in addition to Explore logo so that they can be integrated into uniform
    2. July 1 proposed – patriotic theme? Would have to act very fast to make that happen with t-shirt printing
    3. Will check on costs and timeline before moving forward
  - D. Explore North Park Banners are now available for purchase thru the end of June!
7. **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](mailto:angela@northparkmainstreet.com) to participate

**8. Location Scouting for Filming – Reel-Scout + City of San Diego**

- A. Free platform to market filming locations, services, incentives, etc.
- B. This is a great opportunity to get exposure for North Park as a destination as well as individual businesses and notable locations – will be viewed by filmmaking teams while scouting locations for upcoming projects
- C. North Park Main Street will find out more about how to market the neighborhood overall as well as get individual businesses and locations setup on the website
- D. Platform can be accessed at [http://sandiego.reel-scout.com/loc\\_results.aspx](http://sandiego.reel-scout.com/loc_results.aspx)

**9. Taste of North Park**

- A. SAVE THE DATE | Saturday, October 15, 2016
- B. Restaurant and brewery applications available online next week

**10. Announcements**

- A. ChuckAlek Grand Opening is this Saturday June 18 – all are invited to stop by and enjoy the brand new Biergarten now open at Art Produce
- B. Tamarindo will be opening this winter in the Claire de Lune spot serving chef-forward Mexican dishes and handmade margaritas
- C. Dexter’s Deli will be hosting opening events at end of June / early July for the new North Park location

**11. Adjournment**

Meeting adjourned at 10:05 AM

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